

# Vol. – VIII

(पान क्र. २५०५ ते ३००५)

गु. प्र. शा., गु. र. क्र. १४३/२०२०,  
(कांदिवली पोलीस ठाणे, गु. र. क्र. ८४३/२०२०)  
कलम ४०९, ४२०, ४६५, ४६८, १२०(ब),  
१७४, १७९, २०१, २०४, २१२, ३४ भा. दं. वि.

आरोपी पार्थो दासगुप्ता याच्या मोबाईल फोन मधील  
दि. २६/१२/२०२० रोजीच्या पंचानामा अंतर्गत  
घेण्यात आलेले व्हॉट्सअप चॅटची प्रिंट आउट

## Chat With Arnab Goswami

7/15/19, 1:23 PM - PDGÂ©: No results  
 7/15/19, 1:24 PM - Arnab Goswami: It may appear so now. But the inside story is that they are aware and more will happen later this month.  
 7/15/19, 1:25 PM - PDGÂ©: It's late - damage is happening  
 7/15/19, 1:25 PM - Arnab Goswami: But since I'm the only one affected and India tv and India today have been wholly unaffected by landing they aren't doing much  
 7/15/19, 1:28 PM - Arnab Goswami: Though now there is a large association of channels and networks affected by landing besides these two above who are well organised and are also fighting  
 7/15/19, 1:29 PM - PDGÂ©: No impact on the powers that are  
 7/15/19, 1:29 PM - Arnab Goswami: The only powers are in Delhi  
 7/15/19, 1:29 PM - PDGÂ©: Who are not doing anything  
 7/15/19, 1:30 PM - PDGÂ©: Hence the powers of the industry are deciding  
 7/15/19, 1:30 PM - PDGÂ©: Who are foolishly gunning for full automation  
 7/15/19, 1:30 PM - Arnab Goswami: Of course they are and will. The detailed notes of your board meeting have been circulated. Govt takes some time to act.  
 7/15/19, 1:41 PM - Arnab Goswami: I want to give you some feedback for a min when you're free  
 7/15/19, 1:41 PM - PDGÂ©: In 90 min pls  
 7/15/19, 1:46 PM - Arnab Goswami: Sure.  
 7/15/19, 4:17 PM - PDGÂ©: Free now  
 7/15/19, 4:30 PM - Arnab Goswami: Will take a breather in just a bit. In a hugely crowded Vatican now  
 7/15/19, 4:31 PM - PDGÂ©: Oops ok  
 7/15/19, 4:31 PM - PDGÂ©: It's a long walkðŸ™„  
 7/15/19, 4:32 PM - Arnab Goswami: You bet. In laws and family  
 7/15/19, 4:32 PM - PDGÂ©: ðŸ™ŠðŸ™ŠðŸ™Š  
 7/15/19, 9:12 PM - Arnab Goswami: I'm very sorry boss for not calling. After we connected my mom in law fell and had a femur fracture near the Sistine chapel. So I'm at a private hospital trying to organise her evacuation to India in next 36 hours.  
 7/15/19, 9:13 PM - Arnab Goswami: Too much happening at one time in my life these days ðŸ™„  
 7/15/19, 9:18 PM - PDGÂ©: You should take care of that  
 7/15/19, 9:18 PM - PDGÂ©: Our talk can wait  
 7/16/19, 3:13 PM - Arnab Goswami: <Media omitted>  
 7/16/19, 3:13 PM - Arnab Goswami: <Media omitted>  
 7/16/19, 3:13 PM - Arnab Goswami: <Media omitted>  
 7/16/19, 3:14 PM - Arnab Goswami: The first ever and completely explosive interview with kangana. Aajtak is in the queue and republic Bharat has smashed this ratings cruncher  
 7/17/19, 11:53 AM - Arnab Goswami: <https://www.adgully.com/landing-page-row-regional-broadcasters-draw-parallels-with-net-neutrality-controversy-87054.html>  
 7/18/19, 10:15 AM - Arnab Goswami: <https://bestmediainfo.com/2019/07/broadcasters-draw-parallel-between-landing-page-and-free-basic-seek-trai-s-action/>  
 7/18/19, 10:16 AM - Arnab Goswami: I don't think punit can justify this now .. view in govt was clear on freebasics  
 7/18/19, 10:17 AM - PDGÂ©: You deleted this message  
 7/18/19, 10:22 AM - PDGÂ©: Things don't work that way - unfortunately  
 7/18/19, 10:22 AM - PDGÂ©: Anyways  
 7/18/19, 10:38 AM - Arnab Goswami: I meant I don't know why punit is doing this. Makes no sense to fight such a spirited battle with the government...

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## Chat With Arnab Goswami

7/18/19, 10:58 AM - PDG&@: Obviously he is being motivated by some and it has started affecting me now

7/18/19, 10:58 AM - PDG&@: Directly

7/18/19, 1:05 PM - Arnab Goswami: Tv18 is behind this and Tv18 has been built as a leading from a laggard channel. That's what I needed to tell you. Landing in Hindi not being stopped and ranking in Hindi also being kept the same has encouraged them more.

7/18/19, 1:06 PM - Arnab Goswami: Don't trust Rahul Joshi

7/18/19, 1:07 PM - PDG&@: I dont

7/18/19, 1:07 PM - PDG&@: But now I am screwed anyways

7/18/19, 1:08 PM - Arnab Goswami: Tv18 shouldn't have been kept in top in hindi after landing measurement decision. Emboldens them

7/18/19, 1:09 PM - Arnab Goswami: We lost our everything. Industry is divided. Govt distrusts BARC. And only tv18 gains.

7/18/19, 1:16 PM - PDG&@: I had told you long back on what's to be done

7/18/19, 1:16 PM - PDG&@: You didn't take it seriously

7/18/19, 1:17 PM - Arnab Goswami: I've done more than any person has. You know that.

7/18/19, 1:17 PM - PDG&@: Ultimately I am affected

7/18/19, 1:17 PM - Arnab Goswami: Not fair of you to say that

7/18/19, 1:17 PM - PDG&@: Yes you did

7/18/19, 1:17 PM - Arnab Goswami: I've been hit the most.

7/18/19, 1:17 PM - PDG&@: But it didn't have the effect we desired Arnab

7/18/19, 1:17 PM - PDG&@: You did try

7/18/19, 1:18 PM - Arnab Goswami: I was shafted in English. And I e been screwed in hindi

7/18/19, 1:18 PM - Arnab Goswami: Tv 18 has many holes to bring them down in Hindi. I shared with romil. He knows.

7/18/19, 1:18 PM - PDG&@: And people are accusing me of siding with you

7/18/19, 1:18 PM - Arnab Goswami: And India tv and Aajtak are enjoying it because they've been kept constant

7/18/19, 1:19 PM - Arnab Goswami: I've spoken for you when Rahul Joshi was dissing you before the minister

7/18/19, 1:19 PM - Arnab Goswami: Rahul Joshi has targeted you personally in meetings

7/18/19, 1:19 PM - PDG&@: Yes i know

7/18/19, 1:19 PM - Arnab Goswami: I wanted to tell you that day

7/18/19, 1:20 PM - Arnab Goswami: He has managed to get an unfair advantage for Hindi and feels it's now permanent

7/18/19, 1:20 PM - PDG&@: But he can't do much if the board hadn't have had

7/18/19, 1:21 PM - Arnab Goswami: The board is firmly against landing

7/18/19, 1:21 PM - PDG&@: No

7/18/19, 1:21 PM - Arnab Goswami: Because they know the government is against it

7/18/19, 1:21 PM - Arnab Goswami: Yes they are and will be

7/18/19, 1:21 PM - Arnab Goswami: Nobody cares fight the govt

7/18/19, 1:26 PM - Arnab Goswami: The government and you are on the same page. Speak to Shashi and share your views. Don't give in.

7/18/19, 2:16 PM - PDG&@: Wonder why is Govt not helping me then and letting people run with their opinions - who don't understand implications

7/18/19, 2:16 PM - PDG&@: None in Board understands News

7/18/19, 2:17 PM - Arnab Goswami: Government is 100 percent against landing. It has affected BARC image in a big way.

7/18/19, 2:18 PM - Arnab Goswami: Prime minister himself is against this landing and knows about it.

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## Chat With Arnab Goswami

7/18/19, 2:18 PM - Arnab Goswami: Have no doubt about it.  
 7/18/19, 2:18 PM - PDG&C: Yes but only i am facing the music - govt not calling and telling anyone anything  
 7/18/19, 2:18 PM - Arnab Goswami: Government will act  
 7/18/19, 2:18 PM - Arnab Goswami: I am having further meetings next week  
 7/18/19, 2:18 PM - PDG&C: It may but maybe too late for me  
 7/18/19, 2:18 PM - Arnab Goswami: Others have also met  
 7/18/19, 2:18 PM - Arnab Goswami: PMO  
 7/18/19, 2:18 PM - PDG&C: Yes i know  
 7/18/19, 2:19 PM - Arnab Goswami: You should make it a matter of principle.  
 7/18/19, 2:19 PM - PDG&C: But they are not acting on it  
 7/18/19, 2:19 PM - Arnab Goswami: They will. Hang in there.  
 7/18/19, 2:19 PM - PDG&C: I am getting shafted by people who don't know the subject  
 7/18/19, 2:19 PM - PDG&C: And government is just watching  
 7/18/19, 2:19 PM - PDG&C: It will affect all but two groups  
 7/18/19, 2:19 PM - Arnab Goswami: Government has sent it's first missive.  
 7/18/19, 2:20 PM - PDG&C: And all will bleed to death  
 7/18/19, 2:20 PM - Arnab Goswami: Via Shashi at the board meeting  
 7/18/19, 2:20 PM - Arnab Goswami: Speak to tv today. They're very quiet and don't care.  
 7/18/19, 2:20 PM - Arnab Goswami: Tv18 as no 2 is bizarre.  
 7/18/19, 2:20 PM - PDG&C: Am just saying it's too small and got missed - if they have to they should do it decisively  
 7/18/19, 2:20 PM - PDG&C: They have spoken to minister too i am told  
 7/18/19, 2:22 PM - PDG&C: No matter what you say - i have seen what people said in Board that day myself - they are not going with your thing  
 7/18/19, 2:22 PM - PDG&C: I am saying all this since i consider you as a friend  
 7/18/19, 2:22 PM - PDG&C: I don't even interact as much with other news guys  
 7/18/19, 2:23 PM - PDG&C: They are saying good things to you but behind your back doing something else  
 7/18/19, 2:23 PM - PDG&C: Unless govt calls people and asks them to quit nothing will change  
 7/18/19, 2:23 PM - PDG&C: It will get only bad  
 7/18/19, 2:24 PM - Arnab Goswami: Noted. Government will. You must not give up. Please look at TV18 landing markets  
 7/18/19, 2:27 PM - Arnab Goswami: I have done such hard work on my fpc. Changed my 9 pm and brought in a wave of formats after 5 pm. We break everything well in advance and Tv18 which does nothing has nothing is no 2.  
 7/18/19, 2:28 PM - PDG&C: Maybe you should look at your break strategy  
 7/18/19, 2:29 PM - Arnab Goswami: Shall take inputs on that.  
 7/18/19, 2:29 PM - Arnab Goswami: Have lower inventory.  
 7/18/19, 2:29 PM - Arnab Goswami: Further penetrated more networks. Tv 18 is giving up networks they are so confident of landing being measured. They need to be hit not us.  
 7/18/19, 2:30 PM - PDG&C: Romil and team is following the SOP to the T now - they are also nervous to use judgement with all the negative press and comments in board  
 7/18/19, 2:31 PM - PDG&C: You need to understand  
 7/18/19, 2:31 PM - PDG&C: I told this to you long back  
 7/18/19, 2:31 PM - PDG&C: Barc management has to be independent  
 7/18/19, 2:32 PM - Arnab Goswami: Not fair.  
 7/18/19, 2:32 PM - Arnab Goswami: Don't let Tv18 win like this  
 7/18/19, 2:32 PM - PDG&C: Nobody is letting that happen

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## Chat With Arnab Goswami

7/18/19, 2:32 PM - Arnab Goswami: Govt doesn't separate. They think BARC is helping tv 18.

7/18/19, 2:33 PM - PDGÂ©: They need to make us independent

7/18/19, 2:33 PM - PDGÂ©: To see how we operate without influence

7/18/19, 2:33 PM - Arnab Goswami: The pmo guys said that yesterday to a channel head. That tv18 is winning like this

7/18/19, 2:33 PM - Arnab Goswami: You moderate tv18 landing

7/18/19, 2:33 PM - Arnab Goswami: They will come down to 7 percent

7/18/19, 2:33 PM - Arnab Goswami: Or less given their content

7/18/19, 2:34 PM - PDGÂ©: One day see the actual numbers of tv18 - you will then decide whether it's moderated or not

7/18/19, 2:34 PM - PDGÂ©: It's severely moderated

7/18/19, 2:34 PM - PDGÂ©: But the larger issue - i have explained

7/18/19, 2:35 PM - Arnab Goswami: The only honest and straight channel shouldn't be shafted

7/18/19, 2:35 PM - Arnab Goswami: As I said I fight for the right thing. And Joshi becomes no 2

7/18/19, 2:35 PM - PDGÂ©: See the numbers and you will know

7/18/19, 2:38 PM - Arnab Goswami: I honestly and diligently showed romil. Atleast ten markets. He knows the landing markets are sharply evident. There should be no nervousness to correct that. They have stayed static for eight weeks now. Please see.

7/18/19, 2:38 PM - Arnab Goswami: You cannot imagine the mountains I have moved against landing.

7/18/19, 2:40 PM - Arnab Goswami: And I will continue to. But please see how horribly I'm hit. Week after week. No respite.

7/18/19, 2:44 PM - Arnab Goswami: I will also review the break strategy

7/18/19, 2:45 PM - PDGÂ©: I have asked Romil to show you or vikas what kind of cuts happen on News18

7/18/19, 2:45 PM - PDGÂ©: Have a look

7/18/19, 2:45 PM - PDGÂ©: Confidential of course

7/18/19, 2:45 PM - PDGÂ©: We don't even talk this level with anyone else

7/18/19, 2:46 PM - Arnab Goswami: I appreciate

7/18/19, 2:46 PM - Arnab Goswami: Will also take the inputs on break strategy

7/18/19, 2:46 PM - PDGÂ©: Ok

7/18/19, 2:47 PM - PDGÂ©: Unless the Government helps - my hands are tied Arnab

7/18/19, 2:47 PM - PDGÂ©: I am fighting back

7/18/19, 2:47 PM - PDGÂ©: But fighting the biggies

7/18/19, 2:48 PM - Arnab Goswami: Yes yes

7/18/19, 2:49 PM - PDGÂ©: And because none in Board understands news nor cares for it - am fighting a lonely battle

7/18/19, 3:05 PM - Arnab Goswami: I'm with you .. I will speak to all and galvanise more support

7/18/19, 3:07 PM - PDGÂ©: Honestly pls don't do that - people are seeing it differently and think you and me are joined in the hips

7/18/19, 3:07 PM - PDGÂ©: Better to raise the principle issues and ensure independence

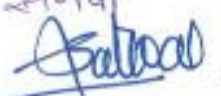
7/18/19, 3:08 PM - PDGÂ©: Which only government can do

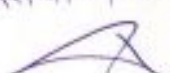
7/18/19, 3:27 PM - Arnab Goswami: I'm soaking to government

7/18/19, 3:27 PM - Arnab Goswami: Not getting into technicalities

7/18/19, 3:28 PM - PDGÂ©: Ok

7/19/19, 1:27 PM - Arnab Goswami: <https://www.republicworld.com/india-news/politics/all-time-political-exclusive-priyanka-vadras-secret-conspiracy-to-replace-rahul-gandhi-exposed?v=1234>

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## Chat With Arnab Goswami

7/19/19, 1:30 PM - PDGAS: 8Y"

7/19/19, 1:31 PM - Arnab Goswami: Part of my stronger digital push. I am penetrating even more networks and have a dramatic strategy there. Along with superb improvements on FPC content and breaks. Determined to challenge Aajtak and dislodge it.

7/19/19, 1:32 PM - PDGAS: 8Y"

7/20/19, 10:17 AM - PDGAS: These insults are from an era before the English language got boiled down to 4-letter words. Insults then, had some class!

1. "I am enclosing two tickets to the first night of my new play; Bring a friend, if you have one."

George Bernard Shaw to Winston Churchill.

"Cannot possibly attend first night, I will attend the second...If there is one."

- Winston Churchill, in response.

2. A member of Parliament to Disraeli: "Sir, you will either die on the gallows, or of some unspeakable disease."

That depends, Sir," said Disraeli, "whether I embrace your policies or your mistress."

3. "He had delusions of adequacy." - Walter Kerr

4. "I have never killed a man, but I have read many obituaries with great pleasure."

- Clarence Darrow

5. "He has never been known to use a word that might send a reader to the dictionary."

- William Faulkner (about Ernest Hemingway).

6. "Thank you for sending me a copy of your book; I'll waste no time reading it."

- Moses Hadas

7. "I didn't attend the funeral, but I sent a nice letter saying I approved of it."

- Mark Twain

8. "He has no enemies, but is intensely disliked by his friends.."

- Oscar Wilde

9. "I feel so miserable without you; it's almost like having you here."

- Stephen Bishop

10. "He is a self-made man and worships his creator."

- John Bright

11. "I've just learned about his illness. Let's hope it's nothing trivial."

- Irvin S. Cobb

12. "He is not only dull himself; he is the cause of dullness in others."

- Samuel Johnson

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## Chat With Arnab Goswami

13. "He is simply a shiver looking for a spine to run up."  
- Paul Keating
14. "In order to avoid being called a flirt, she always yielded easily."  
- Charles, Count Talleyrand
15. "He loves nature in spite of what it did to him."  
- Forrest Tucker
16. "Why do you sit there looking like an envelope without any address on it?"  
- Mark Twain
17. "His mother should have thrown him away and kept the stork."  
- Mae West
18. "Some cause happiness wherever they go; others, whenever they go."  
- Oscar Wilde
19. "He uses statistics as a drunken man uses lamp-posts... For support rather than illumination."  
- Andrew Lang (1844-1912)
20. "He has Van Gogh's ear for music."  
- Billy Wilder
21. "I've had a perfectly wonderful evening. But this wasn't it."  
- Groucho Marx.
22. "He has all the virtues I dislike and none of the vices I admire."  
- Winston Churchill
- 7/22/19, 10:23 AM - PDG@: Do you think it's possible that Rajat has some story on Zee and holding that and making Punit act on you and me?
- 7/22/19, 10:28 AM - Arnab Goswami: I don't think so partho honestly I feel that punit has a short attention span because of his other business issues
- 7/22/19, 10:29 AM - PDG@: Possible
- 7/22/19, 10:29 AM - PDG@: But wondering why is he going after us
- 7/22/19, 10:29 AM - PDG@: Somebody close to him tells me he is
- 7/22/19, 10:29 AM - PDG@: And i trust him
- 7/22/19, 10:29 AM - Arnab Goswami: He is what ?
- 7/22/19, 10:30 AM - PDG@: Going after you and me
- 7/22/19, 10:30 AM - PDG@: That's why i thought it's provoked by Rajat
- 7/22/19, 10:31 AM - Arnab Goswami: God knows what goes on in these people's minds.
- 7/22/19, 10:31 AM - PDG@: True
- 7/22/19, 10:31 AM - Arnab Goswami: Am going to Delhi in a few days. Both in laws in hospital so handling that first
- 7/22/19, 10:32 AM - PDG@: Yeah that's more important
- 7/22/19, 10:32 AM - PDG@: But unless he is taken off he will harm our interests
- 7/24/19, 12:14 PM - PDG@: Saw some missed call alerts - was on flight - tried calling
- 7/24/19, 12:14 PM - PDG@: Pls call on whatsapp
- 7/24/19, 12:21 PM - Arnab Goswami: Missed voice call
- 7/24/19, 12:39 PM - Arnab Goswami: <Media omitted>
- 7/25/19, 2:35 PM - PDG@: <Media omitted>

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## Chat With Arnab Goswami

7/25/19, 2:35 PM - PDGAG: Look at this guy  
 7/25/19, 2:36 PM - PDGAG: There is this going around on English news too  
 7/25/19, 2:36 PM - Arnab Goswami: An absolute idiot he is  
 7/25/19, 2:36 PM - PDGAG: Very close to Punit  
 7/25/19, 2:36 PM - PDGAG: Yes Absolute  
 7/25/19, 2:36 PM - Arnab Goswami: You can't respond to all these idiots  
 7/25/19, 2:36 PM - PDGAG: Yes i dont  
 7/25/19, 2:36 PM - PDGAG: But they provoke such views  
 7/25/19, 2:37 PM - PDGAG: And soon enough there will be stories  
 7/25/19, 2:37 PM - Arnab Goswami: I'm raising an issue with BARC which you can look into.  
 7/25/19, 2:37 PM - PDGAG: Ok  
 7/25/19, 2:37 PM - Arnab Goswami: Kangana is a massive rating cruncher.  
 7/25/19, 2:37 PM - Arnab Goswami: And we got her first when India was burning on her controversy  
 7/25/19, 2:37 PM - PDGAG: Didn't rate?.is it?  
 7/25/19, 2:37 PM - Arnab Goswami: Huge contradiction. Kangana interview we got first which every channel followed later. Kangana has always delivered high time spent and this time the interview was in the middle of a raging controversy. The interview done by sucherita was very newsy and tracked by media and followed by Aajtak. I don't understand when Aajtak does the same interview later they get the numbers.  
 7/25/19, 2:37 PM - Arnab Goswami: We ran at 3.00 pm , 8.00 pm & 11.00 pm & debate at 6.00 on Kangna ke khilaf kaun lobby.  
 We got average 2.5 %  
 7/25/19, 2:37 PM - Arnab Goswami: 3.00 - 5%  
 3.30. 4%  
 8.00. 3%  
 8.30. 3%  
 11.00. 3%  
 11.30. 2%  
 7/25/19, 2:38 PM - PDGAG: Hmm pls ask someone to send a mail with this  
 7/25/19, 2:39 PM - Arnab Goswami: Not didn't rate. Got zero ratings. Now we were ahead of everyone and there was an industry fight over this interview. Very very strange that this happened.  
 7/25/19, 2:39 PM - PDGAG: Yes i was watching at the time - remember you were first - after some minutes aaj tak started  
 7/25/19, 2:39 PM - PDGAG: Or India Today - one of them  
 7/25/19, 2:40 PM - Arnab Goswami: No we were atleast two hours ahead of Aajtak  
 7/25/19, 2:41 PM - Arnab Goswami: And Aajtak ran later. India today ran first. So we had an over four hour lead on this blockbuster. Impossible for this to happen  
 7/25/19, 2:41 PM - PDGAG: ok  
 7/25/19, 11:08 PM - Arnab Goswami: <https://www.exchange4media.com/media-tv-news/over-50-news-channels-come-together-to-form-news-broadcasters-federation-98388.html>  
 7/25/19, 11:08 PM - PDGAG: Saw  
 7/25/19, 11:08 PM - PDGAG: ४५% ७४%  
 7/25/19, 11:08 PM - Arnab Goswami: Sudhanshu vats has quit  
 7/25/19, 11:08 PM - PDGAG: Official?  
 7/25/19, 11:09 PM - Arnab Goswami: I always have breaking news  
 7/25/19, 11:09 PM - PDGAG: Am hearing too but don't know if it's confirmed  
 7/25/19, 11:09 PM - PDGAG: ४५% ७४%

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Chat With Arnab Goswami

7/25/19, 11:09 PM - Arnab Goswami: Comcast takeover of zee. Punit may serve in titular role only .. full management control with Comcast and new buyers  
7/25/19, 11:10 PM - PDG@: One day he mentioned the deal May go to CCI  
7/25/19, 11:11 PM - PDG@: Comcast deal won't need CCI - hence doubted  
7/26/19, 10:41 AM - Arnab Goswami: Missed voice call  
7/26/19, 12:07 PM - PDG@: now there is Pack level landing page that has started - so if you have selected a pack - one of those channels can be served in landing page - so life becomes more complex  
7/26/19, 12:07 PM - PDG@: ॐ  
7/30/19, 7:36 AM - Arnab Goswami: SAWAN SHIVRATRI SPECIAL BROADCAST ON REPUBLIC BHARAT

Tomorrow as India observes the auspicious occasion of Shivratri, Republic Bharat will be broadcasting live from 12 Jyotirling. Republic Bharat's special coverage from Dudheshwar Nath Temple in Ghaziabad from 7 AM will also have a special guest "Internet Sensation, Indian Classical Singer Maithili Thakur who will bring a dash of devotion and spirituality  
7/30/19, 7:36 AM - Arnab Goswami: IDOLS OF DEITIES DRINKING MILK: FACT Vs FICTION

Over the last two days, Republic Bharat has been reporting how devotees are rushing to temples in Bihar and Uttar Pradesh after reports of deities' idols drinking milk. At 3 PM and 5 PM today, Republic Bharat, for 60 minutes extensively debated whether this is fact or blind faith. Hours after Republic Bharat Broadcast at 8:26 PM, Aaj Tak did a 13 minute reportage on the same.  
7/30/19, 7:41 AM - Arnab Goswami: The only Hindi network that has connected 12 jyotirlingas on shivratri live. HUGE SIGNIFICANCE for Hindus and never done before.  
7/30/19, 7:49 AM - Arnab Goswami: Republic TV began the week with a newspacked Monday (29 June, 2019)

\*REPUBLIC LEAD WITH ON GROUND COVERAGE ON THE UNNAO RAPE VICTIM'S 'ACCIDENT':\*  
- Republic TV had reporters on the ground not just at the Hospital in Lucknow, but also at the accident site  
- Republic TV was the first to get the NCW Chief on record on action to be taken in the Unnao Rape Case  
- Republic TV continued it's coverage on the Unnao Rape Survivor , Times Now put ad-breaks over news

\*REPUBLIC BREAKS STORY ON MHA ORDER ON KASHMIR MOSQUES, OTHERS CATCH UP 20 MINUTES LATER:\* Republic was the first to break the news on the MHA order seeking details of the Mosques in various sectors across Srinagar, Jammu and Kashmir from the police

\*REPUBLIC IS FIRST TO BREAK NEWS ON 112 VETERANS CONDEMNING THE LOBBY:\* While Times now is on add breaks and India today air news wraps, Republic TV breaks the news on the open letter by 112 veterans against the lobby

\*REPUBLIC LEADS ON COVERAGE OF D-GANG CRACKDOWN:\* Live from Mumbai, Republic TV was the first to break the story on the crackdown on the Dawood Gang and how Dawood Ibrahim's nephew Rizwan Kaskar was sent to police custody

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## Chat With Arnab Goswami

\*REPUBLIC TV IS THE FIRST TO BREAK NEWS ON KAMAL NATH KIN BEING UNDER ED SCANNER:\* Republic TV is first on the news of how Kamal Nath's nephew was accused of having links to money laundering and shell companies in the AgustaWestland case.

\*REPUBLIC BREAKS NEWS ON KARNATAKA FLOOR TEST, TIMES NOW PLAYS CATCH:\* While Times Now catches up on the story of how mosques in Kashmir are under the MHA radar, Republic broke the news on the floor test results in Karnataka.  
 7/30/19, 12:10 PM - Arnab Goswami: <https://www.adgully.com/nbf-counters-doubts-raised-over-its-efficacy-says-nba-has-become-jittery-87336.html>  
 7/30/19, 12:10 PM - Arnab Goswami: <https://www.exchange4media.com/media-tv-news/news-broadcasters-bodies-wont-have-a-clash-of-interest-98458.html>  
 8/2/19, 9:28 AM - Arnab Goswami: <https://www.bizasialive.com/indian-news-channel-republic-set-to-launch-in-uk-this-month/>  
 8/2/19, 9:29 AM - PDG@: 8Y''  
 8/2/19, 2:05 PM - Arnab Goswami: Mediation in ayodhya fails. Republic BHARAT again breaks the biggest story of the hindi news universe. One min before any other channel especially the slowest channel Aajtak  
 8/2/19, 2:05 PM - Arnab Goswami: Mediation in ayodhya fails. Republic BHARAT again breaks the biggest story of the hindi news universe. One min before any other channel especially the slowest channel Aajtak  
 8/2/19, 2:17 PM - Arnab Goswami: Bharat destroys aajtak again. Live now joint news conference of army and police in Kashmir. The biggest news story is Kashmir and Aajtak which first lost on the ayodhya breaking story has been unable to establish a live input from this monumental need conference.  
 8/2/19, 2:37 PM - Arnab Goswami: <Media omitted>  
 8/2/19, 2:37 PM - Arnab Goswami: <Media omitted>  
 8/2/19, 2:37 PM - Arnab Goswami: Massive breaking army news conference + ayodhya mediation breaking news. You can't show stale serial footage and expect to get ratings. Bharat storms on news.  
 8/2/19, 2:54 PM - Arnab Goswami: <https://m.economictimes.com/markets/stocks/news/street-was-hoping-for-more-from-zee-deal-shows-its-not-happy/articleshow/70491211.cms>  
 8/2/19, 8:23 PM - Arnab Goswami: REPUBLIC BHARAT LEADS J&K COVERAGE

With ten Reporters on ground zero and over 20 Stringers across Jammu and Kashmir, Republic Bharat was ahead on every development in the state today. Apart from maximum presence across J&K in Uri, Nowshera, Amarnath Base Camp, Rajouri and Srinagar, Republic Bharat is also ahead on the News. At 3:48 PM, 5 minutes before other channels accessed it, Republic Bharat was the first channel to air MHA advisory to Amarnath Yatris.  
 8/2/19, 8:23 PM - Arnab Goswami: AYODHYA CASE: FASTEST UPDATES, LARGEST REPORTING TEAM

With 6 Reporters in Supreme Court, the largest reporting team in Ayodhya and maximum stakeholders live on the channel, Republic Bharat kept India ahead as Supreme Court delivered the crucial Ayodhya Verdict. Republic Bharat was also the first channel to break the news when Supreme Court declared Mediation unsuccessful at 2:04 PM, minutes before any other Channel. At 2:25 PM when all other Hindi News Channels including Aaj Tak and ABP broadcast their regular Entertainment programming, Republic Bharat got the fastest updates & maximum voices on Mandir hearing decision.  
 8/2/19, 8:31 PM - PDG@: \*News Flash : Government of India to Make Jammu separate state, Kashmir and Ladakh as union Territories. Means we can't have



## Chat With Arnab Goswami

any political party, and will be controlled by Delhi based Governor for ever. Order will be made in next 1 week. Curfew will be imposed 2 days ahead of order. It will automatically abrogate Article 370 and 35 A.\*

8/2/19, 8:31 PM - PDG@: True?

8/2/19, 8:32 PM - Arnab Goswami: Sir

8/2/19, 8:33 PM - PDG@: Big one

8/2/19, 8:33 PM - Arnab Goswami: SIR I HAVE SET PLATINUM STANDARDS IN BREAKING AND THIS STORY IS OURS

8/2/19, 8:35 PM - PDG@: 8Y'88Y'»

8/2/19, 8:35 PM - Arnab Goswami: That is the speculation but we can't say as of now

8/2/19, 8:35 PM - Arnab Goswami: Meeting NSA and PMO Monday

8/2/19, 8:35 PM - PDG@: Hmmm

8/3/19, 11:57 AM - Arnab Goswami: <Media omitted>

8/3/19, 12:03 PM - Arnab Goswami: Unprecedented rallying for republic Bharat as the channel breaks the national record by trending on its coverage #operationkashmir for 24 hours. With 50 strong crew in J&K as of this minute REPUBLIC sets the trend on the years biggest developing story.

8/4/19, 2:25 PM - Arnab Goswami: <Media omitted>

8/4/19, 2:25 PM - Arnab Goswami: Boss- we broke the information at 12:19, Aaj Tak at 12:57. Shared a screen shot, in case it is of any help

8/4/19, 2:27 PM - PDG@: 8Y'88Y'»

8/5/19, 12:12 AM - Arnab Goswami: <Media omitted>

8/5/19, 12:12 AM - Arnab Goswami: Only network that is live and broken the biggest story. Republic network breaks the biggest story of the year as 144 is put in motion.

8/5/19, 12:15 AM - Arnab Goswami: Republic team rocks giving every update but by bit.

Regards

Amrit Pal Singh

Amar Ujala

Kashmir

8/5/19, 10:39 AM - Arnab Goswami: Operation Kashmir: Live Updates from Ground Zero

With 10 reporters across Jammu and Kashmir, Republic Bharat is getting live updates on situation in the valley from 6:12 AM onwards. Between 6-6:30AM, when Aaj Tak and ABP were solely on studio discussion, Republic Bharat was reporting live from Srinagar as well as Jammu

8/5/19, 10:39 AM - Arnab Goswami: <Media omitted>

8/5/19, 10:39 AM - Arnab Goswami: Operation Kashmir: Non-Stop Broadcast On Republic Bharat

Republic Bharat is the only channel which is tracking minute to minute updates in Jammu and Kashmir as well as Delhi non-stop. Between 7:59 & 8:11 AM, while Republic Bharat was broadcasting live from 10 locations across J&K and National Capital, Aaj Tak and India TV aired Astrology Segments.

8/5/19, 10:39 AM - Arnab Goswami: <Media omitted>

8/5/19, 10:39 AM - Arnab Goswami: <Media omitted>

8/5/19, 10:55 AM - Arnab Goswami: <Media omitted>

8/5/19, 10:57 AM - PDG@: Not understanding - just increasing number of policemen in front of Omar and Mehbooba's houses - does it mean house arrest? Has any official called it house arrest?

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## Chat With Arnab Goswami

8/5/19, 1:30 PM - Arnab Goswami: Gazab ka hai din.. socho zara

Omar- Hum bhi akele

Mehbooba- Hum bhi akele

Amit Shah- Maza aa raha hai?

Public- Kasam se

8/5/19, 2:48 PM - PDGÂ@: ॐ~„ॐ~„ॐ~„ॐ~„

8/5/19, 3:04 PM - PDGÂ@: Lodha developers moves in...

Kashmir is now renamed as upper Haryana!!!

8/5/19, 5:19 PM - Arnab Goswami: <Media omitted>

8/5/19, 5:22 PM - Arnab Goswami: On a historic day like today this is the focus of the TV18 Hindi channel. A channel that has been two hours behind others has no news and no programming or focus on Kashmir. The channel incredibly has zero extra presence in Kashmir.

8/5/19, 5:55 PM - PDGÂ@: Do watch " the loudest voice"

8/5/19, 5:55 PM - PDGÂ@: On Roger ailes

8/5/19, 5:55 PM - PDGÂ@: Fucking brilliant

8/5/19, 5:55 PM - PDGÂ@: Hotstar

8/5/19, 5:57 PM - Arnab Goswami: Will do ॐ~„

8/5/19, 5:57 PM - Arnab Goswami: Have been told by many to

8/5/19, 5:57 PM - Arnab Goswami: We have captured the spirit of the nation in a tsunami this time

8/5/19, 6:01 PM - PDGÂ@: ॐ~„ॐ~„ॐ~„

8/5/19, 6:02 PM - PDGÂ@: Just a suggestion - don't mix hindi in English channel - South viewers may start switching out

8/5/19, 6:04 PM - Arnab Goswami: Almost none now. Was for. Big yesterday because my first burst of reporters landing in Srinagar were from Bharat. Last night I had the biggest story first. Today I was called by NSA and asked how I got the news. Everyone in NSA PMO everyone hooked to Bharat and republic. It's complete madness. Doval met me before taking off for Srinagar. They will push this through.

8/5/19, 6:04 PM - PDGÂ@: ॐ~„ॐ~„ॐ~„

8/5/19, 6:30 PM - Arnab Goswami: <Media omitted>

8/5/19, 6:30 PM - Arnab Goswami: Tv18 had highest breaks during the Amit shah response to the Kashmir debate.

8/5/19, 6:30 PM - PDGÂ@: ॐ~„

8/6/19, 2:43 PM - Arnab Goswami: <Media omitted>

8/6/19, 2:45 PM - Arnab Goswami: When there are fireworks in parliament following Amit shah statement abp news does a special show on Katrina kaif's sister. Is this news? Will this news get ratings? Is there any ethics in having this on a news channel at a time like this? Contrast this with REPUBLIC BHARAT's consistent and total focus on the breaking story. Choose which channel you want to watch. Decide what channel India is watching.

8/7/19, 2:59 PM - Arnab Goswami: <Media omitted>

8/7/19, 2:59 PM - Arnab Goswami: Fastway landing change star plus from News 18 India Punjab, haryana, himachal

8/7/19, 6:52 PM - Arnab Goswami: <Media omitted>

8/7/19, 7:01 PM - PDGÂ@: Good one - ektu shorter korle parte

8/7/19, 7:02 PM - Arnab Goswami: There is a huge war launched on us. Massive cyber war from Pak

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## Chat With Arnab Goswami

8/7/19, 7:02 PM - PDGÂ@: Hmmm not surprised  
 8/7/19, 7:02 PM - PDGÂ@: You are the biggest voice of Indian nationalism  
 8/7/19, 7:02 PM - PDGÂ@: And they would hate it  
 8/7/19, 7:59 PM - Arnab Goswami: FASTEST UPDATES FROM PAKISTAN ON REPUBLIC BHARAT

As a Jittery Pakistan pulled another tactic of expelling Indian Envoy, Republic Bharat was the first channel to air the news as well as expose Islamabad at 7:42 PM, 10 minutes ahead of Aaj Tak and ABP.

8/7/19, 7:59 PM - Arnab Goswami: <Media omitted>  
 8/7/19, 7:59 PM - Arnab Goswami: <Media omitted>  
 8/7/19, 9:43 PM - PDGÂ@: In the Euphoria over 370 let's not forget our economic issues! Now it's not Anil but Mukesh!  
 When India's biggest Co can't service its debt cause for concern as if this crashes a lot will crash

<https://www.financialexpress.com/market/credit-suisse-eaves-red-flag-as-reliance-industrys-liabilities-jump-to-65-billion-in-fyl9/1667166/>

8/8/19, 9:03 AM - Arnab Goswami: [https://wap.business-standard.com/article/markets/zee-entertainment-slips-25-in-seven-days-trades-near-52-week-low-119080600427\\_1.html](https://wap.business-standard.com/article/markets/zee-entertainment-slips-25-in-seven-days-trades-near-52-week-low-119080600427_1.html)  
 8/8/19, 9:03 AM - PDGÂ@: Yes stupid deal they did  
 8/8/19, 2:55 PM - Arnab Goswami: news 18 has moved landing to colors in hsm markets of hathway and to south regional channel is south markets of hathway den asianet .2. news 18 has switched off landing in fastway  
 8/8/19, 2:56 PM - PDGÂ@: Yes lots of changes  
 8/8/19, 2:56 PM - Arnab Goswami: So now TV 18 Hindi shall crash  
 8/8/19, 2:56 PM - Arnab Goswami: Panic in TV 18  
 8/8/19, 2:57 PM - PDGÂ@: Landing was already being processed - isn't it  
 8/8/19, 3:11 PM - Arnab Goswami: Chaos there.  
 8/8/19, 7:47 PM - PDGÂ@: TRAI has filed Appeal before Supreme Court on the landing Page Judgment today  
 8/8/19, 8:40 PM - Arnab Goswami: That's because big GECs have now got into this game.  
 8/8/19, 8:40 PM - PDGÂ@: Yes  
 8/8/19, 10:49 PM - PDGÂ@: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: NSA DOVAL INTERACTS WITH SHOPIAN RESIDENTS: REPUBLIC BHARAT 40 MINUTES AHEAD OF AAJ TAK & ABP

On August 7, Republic Bharat was the first channel to air exclusive visuals showing on ground situation in Jammu and Kashmir. At 4:45 PM, Republic Bharat was the only channel to have broadcast 8 videos of NSA Ajit Doval interacting with Shopian residents, Army and taking stock of the situation. The same videos were aired by Aaj Tak and ABP post 5:25 PM.

8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: 2:30-3:30 PM: REPUBLIC BHARAT LEADS BROADCAST ON PM Modi's ADDRESS

Minutes after the news break on PM Modi's address to the nation at 8 PM, all Hindi News channels including AAJ TAK, ABP & News 18 aired their regular Entertainment programming. Republic Bharat was the only channel to stay live

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## Chat With Arnab Goswami

with a team of 14 reporters across Delhi & Srinagar building up of Prime Minister's address.

8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: <Media omitted>  
 8/9/19, 6:13 AM - Arnab Goswami: When can we meet at the earliest  
 8/9/19, 8:35 AM - PDG@: Good morning  
 8/9/19, 8:35 AM - PDG@: Can do tomorrow  
 8/9/19, 8:36 AM - PDG@: Or today i have a lunch meeting in bkc at 115 - before that anywhere or after 630  
 8/9/19, 9:03 AM - Arnab Goswami: Let's do tomorrow  
 8/9/19, 9:03 AM - Arnab Goswami: Am in Chennai today back just in time for the show  
 8/9/19, 9:04 AM - PDG@: Ok  
 8/9/19, 9:27 AM - Arnab Goswami: Shall we do a 2 pm lunch  
 8/9/19, 9:27 AM - PDG@: Ck let's do  
 8/9/19, 9:28 AM - PDG@: Am living on soup though  
 8/9/19, 9:28 AM - PDG@: Had a dental surgery day before  
 8/9/19, 9:48 AM - Arnab Goswami: Happy to share soup with you  
 8/9/19, 10:07 AM - PDG@:   
 8/9/19, 12:52 PM - PDG@: CA No. 6001-6003/2019 filed by TRAI vs. Bennet Coleman and Ors in SC challenging the judgement of TDSAT in the Broadcasting Appeal No. 1 of 19 challenging the Landing Pages Directions issued by TRAI. TDSAT had stayed the impugned Direction.

The CA was listed today, 9.8.19, before the bench comprising Justice Arun Mishra and Justice M.R. Shah in SC.

Mr. Rakesh Divedi, Sr Adv with Mr. Sajet Singh appeared for Trai Sr. Advocates Mr. Mukul Rohtagi, Mr Maninder Singh appeared for Respondents.

Dwivedi says this will have to be heard. Mr. Rohatgi said that this is complete lack of jurisdiction being here. He explained landing page.

Mr. Dwivedi prayed to stay the judgement and direct them to file Reply.

The Bench refused to give any stay.

It was passed order issuing notice and posted to 12 September 2019 by then the Pleadings will be complete.

8/9/19, 7:50 PM - Arnab Goswami: <Media omitted>  
 8/9/19, 7:51 PM - Arnab Goswami: Massive crowds gather as republic BHARAT steamrolls Lalkar with the fastest emerging new face pradeep bhandari. 530 pm. All new. On BHARAT  
 8/9/19, 7:59 PM - PDG@: This helps  
 8/9/19, 8:00 PM - Arnab Goswami: There is an unstoppable craze about Bharat across the north. Have some data to share  
 8/9/19, 8:01 PM - Arnab Goswami: At 8 tonight. Hari om panwar. The emperor of Hindi poetry in a live studio show dedicated to the forces and against Pakistan. Worth a watch.  
 8/9/19, 8:02 PM - Arnab Goswami: <Media omitted>  
 8/9/19, 8:03 PM - PDG@: Apparently lots of lookout notices in airports



## Chat With Arnab Goswami

8/9/19, 8:03 PM - PDGÂ©: Lots in business community tense  
 8/9/19, 8:03 PM - PDGÂ©: And between agencies no coordination  
 8/10/19, 9:07 AM - Arnab Goswami: Shall we meet at the Chinese place in St Regis  
 .. 145 is ok ?  
 8/10/19, 9:14 AM - PDGÂ©: Cool - will get it reserved - Mekong - or we could be  
 in Equus too - more private and get food from Mekong  
 8/10/19, 9:14 AM - PDGÂ©: Which do you prefer  
 8/10/19, 9:34 AM - Arnab Goswami: Let's meet at equus. I am on scup too ðŸ™€  
 8/10/19, 9:35 AM - PDGÂ©: ðŸ™„ðŸ™„  
 8/10/19, 9:35 AM - PDGÂ©: Done  
 8/10/19, 1:39 PM - PDGÂ©: Bad traffic  
 8/10/19, 1:39 PM - PDGÂ©: Looks like ten min late  
 8/10/19, 1:51 PM - Arnab Goswami: Behind you  
 8/12/19, 12:26 PM - Arnab Goswami: <Media omitted>  
 8/12/19, 12:26 PM - Arnab Goswami: <Media omitted>  
 8/12/19, 12:26 PM - Arnab Goswami: <Media omitted>  
 8/12/19, 12:26 PM - Arnab Goswami: <Media omitted>  
 8/12/19, 12:27 PM - PDGÂ©: ðŸ™•  
 8/12/19, 12:28 PM - Arnab Goswami: Also our campaign to promote our new shows on  
 R Bharat on the largest reach platforms of Dangal, Bhojpuri Cinema, Enter 10  
 and Fakht Marathi  
 8/13/19, 5:29 PM - Arnab Goswami: <https://www.samachar4media.com/industry-briefing-news/media-group-employees-worried-about-their-job-51474.html>  
 8/13/19, 5:32 PM - PDGÂ©: just rumour or true?  
 8/13/19, 5:32 PM - PDGÂ©: 21st is IBF board meeting  
 8/13/19, 5:32 PM - PDGÂ©: speak to US before that  
 8/13/19, 5:32 PM - Arnab Goswami: Will do ðŸ™•  
 8/13/19, 5:33 PM - PDGÂ©: ðŸ™•  
 8/13/19, 7:56 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 7:56 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 7:56 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 7:56 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 7:56 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 7:56 PM - Arnab Goswami: Soldiers poets and the Bharat team in an  
 unmissable Independence day special !  
 8/13/19, 7:57 PM - PDGÂ©: ðŸ™•  
 8/13/19, 10:51 PM - Arnab Goswami: <Media omitted>  
 8/13/19, 10:52 PM - PDGÂ©: ðŸ™•  
 8/13/19, 10:56 PM - Arnab Goswami: Unprecedented and never seen before support  
 for the relentless expose of Pakistan, Fake news from the Isi, most widespread  
 and detailed coverage from Kashmir and the border and LOC. This is a rarity when  
 one news organisation dominates the country's top 3 trends and a measure of the  
 popularity of the Republic Media Network today.  
 8/13/19, 11:16 PM - Arnab Goswami: <Media omitted>  
 8/14/19, 3:45 PM - Arnab Goswami: <Media omitted>  
 8/14/19, 3:45 PM - Arnab Goswami: <Media omitted>  
 8/14/19, 3:45 PM - Arnab Goswami: <Media omitted>  
 8/14/19, 3:45 PM - Arnab Goswami: <Media omitted>  
 8/14/19, 3:48 PM - PDGÂ©: ðŸ™„ðŸ™„  
 8/14/19, 7:51 PM - Arnab Goswami: <Media omitted>  
 8/15/19, 12:01 AM - PDGÂ©: <Media omitted>  
 8/15/19, 12:01 AM - PDGÂ©: Proud of our National Anthem...

Don't Miss The Beginning

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## Chat With Arnab Goswami

Spread the message

8/15/19, 12:09 AM - PDG&C: <Media omitted>

8/15/19, 1:10 PM - Arnab Goswami: Shah Faisal arrested BREAKING sent back to kashmir and PSA slapped .... :: given at 2:01 broken at 2:04 pm Bharat .. 2:08 on English ... others were 13 min late .. ABP was next to us to break ... THEN

INDIA TV

THEN AAJITAK

8/15/19, 1:10 PM - Arnab Goswami: Close monitoring of breaking: biggest stories 10 mom lead is considered very major

8/16/19, 1:40 PM - Arnab Goswami: reminder of the stuff youve to give me on BARC

8/16/19, 1:42 PM - Arnab Goswami: meeting mid next week

8/16/19, 1:49 PM - PDG&C: Ok

8/16/19, 6:07 PM - PDG&C: Check gmail

8/16/19, 6:41 PM - Arnab Goswami: thank you

8/16/19, 6:41 PM - PDG&C: You can use your own language

8/16/19, 6:42 PM - Arnab Goswami: yes i shall tweak add and expand on what i had done

8/16/19, 6:42 PM - PDG&C: Rajat again raising issues with punit citing my proximity with you

8/16/19, 6:42 PM - PDG&C: Today

8/16/19, 6:42 PM - PDG&C: 8Y-5

8/16/19, 6:43 PM - Arnab Goswami: hes in a mess with jaitley almost gone

8/16/19, 6:43 PM - PDG&C: Yes i know

8/16/19, 6:43 PM - Arnab Goswami: NBF taken his sting off

8/16/19, 6:43 PM - PDG&C: But most of my board members dont

8/16/19, 6:43 PM - Arnab Goswami: plus AS wants to know about landing

8/16/19, 6:44 PM - Arnab Goswami: so am timing my visit accordingly next week

8/16/19, 6:44 PM - PDG&C: Rajat also doesnt want Landing but is a tampering guy

8/16/19, 6:44 PM - PDG&C: Ok

8/16/19, 7:54 PM - Arnab Goswami: The chairman of Pakistan Senate Defence Committee gets thrashed on a live debate by the BJP representative. REPUBLIC BHARATs hottest indo Pak debate live as UNSC meets on Kashmir.

8/16/19, 8:01 PM - Arnab Goswami: <Media omitted>

8/16/19, 10:20 PM - Arnab Goswami: watch the difference between bharat and others now !!!!! live now !!!

8/16/19, 10:20 PM - PDG&C: K

8/16/19, 10:25 PM - Arnab Goswami: non stop massive indo pak debate after the UNSC victory.

8/16/19, 10:25 PM - Arnab Goswami: no other channel even came close

8/16/19, 10:25 PM - PDG&C: 8Y-\*

8/16/19, 11:18 PM - Arnab Goswami: <Media omitted>

8/16/19, 11:18 PM - Arnab Goswami: <Media omitted>

8/16/19, 11:18 PM - Arnab Goswami: prime minister and amit shah at aiims. ajtak on features. the clear brand definition of bharat is as the number one hindi news breaker.

8/17/19, 10:12 AM - PDG&C: One point i missed - chairman to be one of four external

8/17/19, 10:13 AM - Arnab Goswami: yes noted

8/17/19, 1:25 PM - PDG&C: <Media omitted>

8/17/19, 1:26 PM - PDG&C: 8Y-,,8Y-,,

8/17/19, 2:02 PM - Arnab Goswami: aha nice one

8/17/19, 2:02 PM - PDG&C: 8Y-,,8Y-,,

8/18/19, 1:17 PM - Arnab Goswami: Missed voice call

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## Chat With Arnab Goswami

8/18/19, 1:21 PM - PDG@: Just ask them to do this quickly - or else it could be too late for us  
 8/18/19, 1:22 PM - PDG@: Trust me when i am saying this  
 8/18/19, 1:23 PM - Arnab Goswami: i shall certainly tell them  
 8/18/19, 1:25 PM - Arnab Goswami: but rajat is over and dont take his bullshit anymore.  
 8/18/19, 1:25 PM - PDG@: I don't but others do  
 8/18/19, 1:26 PM - PDG@: Who may act against our interests  
 8/18/19, 1:26 PM - Arnab Goswami: punit ka to halat kharaab hai  
 8/18/19, 1:27 PM - PDG@: But in chair  
 8/18/19, 1:27 PM - PDG@: So has power  
 8/18/19, 1:44 PM - Arnab Goswami: landing is now totally off on tv18. sharp knock on knuckles theyve got from the top  
 8/18/19, 1:45 PM - PDG@: They have shifted to other channels in network  
 8/18/19, 1:45 PM - Arnab Goswami: news is off. totally  
 8/18/19, 1:45 PM - PDG@: News18 tamil, colors etc  
 8/18/19, 10:50 PM - Arnab Goswami: AIIMS FIRE: REPUBLIC BHARAT AHEAD OF AAJ TAK, ABP & NEWS 18 BY OVER 22 MINUTES

On August 18, Saturday when a major fire broke out at the teaching block of AIIMS, Republic Bharat was the first to air the NEWS as well as visuals at 5:08 PM while Aaj Tak & ABP aired the news at 5:27 PM & 5:32 PM respectively. With a team of 5 reporters live from All India Institute of Medical Sciences, Republic Bharat aired the fastest updates. At 9:32 PM when fire reached the fifth floor of building, Republic Bharat was the only Hindi News channel live from the spot.  
 8/18/19, 10:50 PM - Arnab Goswami: tracker on breaking news on the event that dominated saturday. zippiest response with 22 min lead followed by battle on scale of coverage.

8/19/19, 9:59 AM - PDG@: <Media omitted>  
 8/19/19, 9:59 AM - PDG@: <Media omitted>  
 8/19/19, 9:59 AM - PDG@: 8Y"  
 8/19/19, 9:59 AM - PDG@: <Media omitted>  
 8/19/19, 9:59 AM - PDG@: <Media omitted>  
 8/19/19, 9:59 AM - PDG@: Find her 8Y", 8Y"  
 8/19/19, 10:03 AM - Arnab Goswami: <Media omitted>  
 8/19/19, 10:03 AM - Arnab Goswami: India Day Parade- New York  
 8/19/19, 10:04 AM - Arnab Goswami: parallel deal breaking into the times sponsorship of the india day parade in NY.  
 8/19/19, 10:06 AM - PDG@: Guerrilla marketing - it's called 8Y", 8Y"  
 8/19/19, 10:06 AM - Arnab Goswami: shes too good!  
 8/19/19, 10:07 AM - PDG@: Hai na?  
 8/19/19, 10:08 AM - Arnab Goswami: jaitley stretching it.  
 8/19/19, 10:08 AM - Arnab Goswami: pmc doesnt know what to do. pm leaving on Wednesday for france.  
 8/19/19, 10:09 AM - PDG@: 8Y": 8Y"  
 8/19/19, 10:09 AM - PDG@: So hasn't died yet?  
 8/19/19, 10:55 AM - Arnab Goswami: maintaining him. i expect something by evening. one of my meetings in delhi this week gets pushed because of this  
 8/19/19, 10:55 AM - PDG@: 8Y"  
 8/19/19, 1:28 PM - Arnab Goswami: <http://www.indiantelevision.com/television/tv-channels/english-entertainment/times-network-reduces-mirror-now-mrp-launches-new-bouquet-for-english-movie-channels-at-rs-10-190818>  
 8/19/19, 1:28 PM - Arnab Goswami: mirror now in doldrums  
 8/19/19, 3:07 PM - PDG@: Not surprised

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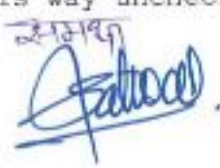
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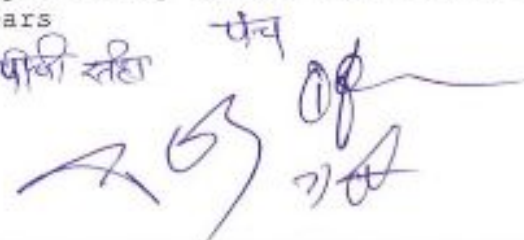
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## Chat With Arnab Goswami

8/19/19, 8:11 PM - PDG&@: <Media omitted>  
 8/19/19, 10:09 PM - Arnab Goswami: no news on fuel hike on Aajtak. breaking on BHARAT. news thag matters to people  
 8/19/19, 10:13 PM - Arnab Goswami: the hike is in uttar pradesh. biggest news from UP.  
 8/19/19, 10:53 PM - PDG&@: K  
 8/20/19, 1:11 PM - PDG&@: BTVi for sale - apparently they dont want accrued liabilities to be transferred to buyer  
 8/20/19, 1:11 PM - PDG&@: so a clean slate basically with infra  
 8/20/19, 1:14 PM - Arnab Goswami: we have been approached. running costs an issue. there is a significant negative cash flow month on month and heavy rental. how are the ratings ?  
 8/20/19, 1:14 PM - PDG&@: yes  
 8/20/19, 1:14 PM - PDG&@: 35 cr op loss almost  
 8/20/19, 1:14 PM - PDG&@: 6 metro cut not bad actually  
 8/20/19, 1:15 PM - Arnab Goswami: thats the prob  
 8/20/19, 1:15 PM - PDG&@: yes  
 8/20/19, 1:15 PM - PDG&@: but if one finds a new positioning - not the standard stock market one - then its doable  
 8/20/19, 1:16 PM - PDG&@: no investment and no intellectual input since years  
 8/20/19, 1:16 PM - Arnab Goswami: am examining. gave sundaram a few suggestions  
 8/20/19, 1:16 PM - PDG&@: hmmm  
 8/20/19, 1:16 PM - Arnab Goswami: that zarabi guy runs it like his shop  
 8/20/19, 1:17 PM - PDG&@: sanjiv goenka trying  
 8/20/19, 1:17 PM - PDG&@: because there is no one else  
 8/20/19, 1:17 PM - Arnab Goswami: is he  
 8/20/19, 1:17 PM - PDG&@: one could rebrand and run differently  
 8/20/19, 1:17 PM - PDG&@: yes heard so  
 8/20/19, 1:18 PM - Arnab Goswami: they want republic branding to monetise  
 8/20/19, 1:18 PM - PDG&@: your team has to run it - not just brand - then only it will turn around  
 8/20/19, 1:18 PM - PDG&@: right now no expertise there  
 8/20/19, 3:06 PM - Arnab Goswami: massive: bail rejected for chidambaram. for the news watch republic and republic bharat. for urgent updates on the romances on tv serials watch aajtak and abp. honestly, isnt this a shame that these channels describe their genre as news ?  
 8/20/19, 3:09 PM - Arnab Goswami: <Media omitted>  
 8/20/19, 3:10 PM - PDG&@: 8Y-5  
 8/20/19, 3:15 PM - Arnab Goswami: <Media omitted>  
 8/20/19, 3:15 PM - Arnab Goswami: <Media omitted>  
 8/20/19, 3:15 PM - Arnab Goswami: <Media omitted>  
 8/20/19, 3:15 PM - Arnab Goswami: <Media omitted>  
 8/20/19, 3:15 PM - Arnab Goswami: Bharat is ahead - Aajtak , India TV & AbP. They all playing Saas Bahu  
 8/20/19, 9:32 PM - PDG&@: Tom is the ibf meeting  
 8/20/19, 9:32 PM - PDG&@: Hope you have told Uday to support me  
 8/20/19, 9:33 PM - PDG&@: A word from AS office or ministry to Rajat to shut up will help immensely  
 8/20/19, 9:33 PM - PDG&@: It's at 12 noon  
 8/20/19, 9:33 PM - PDG&@: I hear Rajat is planning a major attack  
 8/20/19, 9:33 PM - PDG&@: All in your name  
 8/20/19, 9:34 PM - PDG&@: That i am your friend etc etc  
 8/20/19, 9:51 PM - Arnab Goswami: if you are my friend then how is he manipulating his way unchecked for years

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# Chat With Arnab Goswami

8/20/19, 9:51 PM - Arnab Goswami: im going to Delhi for those and more meetings in connection tomorrow  
8/20/19, 9:53 PM - Arnab Goswami: <https://www.bizasialive.com/overnights-republic-bharat-on-par-with-aaj-tak-on-monday-in-uk/>  
8/20/19, 9:55 PM - Arnab Goswami: now those questioning you can keep quiet .. giving this big play in our trade.  
8/20/19, 10:07 PM - PDG&@: Pls talk to uday  
8/20/19, 10:07 PM - PDG&@: With someone  
8/20/19, 10:07 PM - PDG&@: Can't talk  
8/20/19, 10:07 PM - PDG&@: Tom noon is the meeting  
8/20/19, 10:08 PM - PDG&@: People are expecting Rajat and Uday to do a major offensive to remove me  
8/20/19, 10:08 PM - PDG&@: I don't care beyond a point but it affects your credibility too  
8/20/19, 10:08 PM - PDG&@: Whatever you do try before noon  
8/20/19, 10:46 PM - PDG&@: Someone should ask him na?  
8/20/19, 10:47 PM - PDG&@: Unfortunately in IBF everyone is impotent  
8/20/19, 10:50 PM - Arnab Goswami: wont india today not be in ibf  
8/20/19, 10:50 PM - PDG&@: Yes they will be  
8/20/19, 10:51 PM - PDG&@: And Arun poorie - am told is attending the meeting tom - which he doesn't normally - since it's in Bombay  
8/20/19, 10:52 PM - PDG&@: And someone close to you and me told me - it will be a Rajat vs Arnab tomorrow in IBF and Partho will be collateral damage  
8/20/19, 10:53 PM - PDG&@: This and next barc board meeting is crucial Arnab  
8/20/19, 10:53 PM - PDG&@: You have too many enemies  
8/20/19, 10:54 PM - PDG&@: But i will be your friend - whichever role i am in  
8/20/19, 10:54 PM - PDG&@: But not compromise my values  
8/20/19, 10:54 PM - PDG&@: Good night  
8/20/19, 10:56 PM - Arnab Goswami: i will tell all who matter the right thing about honest ratings. these people try to influence a honest system built with hard work and i will try hardest to make sure they are not allowed to. show them the UK numbers where day one week one we smash aajtak and abp. that's also a good sample and an indian audience. they wont have a reply.  
8/21/19, 2:47 PM - PDG&@: Khare closing: with multiple stakeholders, there will be conflicts and overlap of interests...so we need to see if NTO has been +ve overall...like another issue...Landing Page. It's a serious issue we cannot ignore. Does it impact BARC ratings? We have to examine in detail before taking any decision  
8/21/19, 2:47 PM - PDG&@: in a cii meeting in delhi  
8/21/19, 2:47 PM - PDG&@: my colleague reported  
8/21/19, 2:47 PM - PDG&@: present continuous tense always  
8/21/19, 2:47 PM - PDG&@: will do nothing  
8/21/19, 8:40 PM - Arnab Goswami: the ultimate breaking story: bharat beats all and everyone on chidambaram appearance. story. breaking. shots. everything. massive.  
8/21/19, 8:41 PM - PDG&@: ॐ५'  
8/21/19, 8:42 PM - Arnab Goswami: hammered  
8/22/19, 7:26 AM - PDG&@: <Media omitted>  
8/22/19, 7:27 AM - Arnab Goswami: sir good morning  
8/22/19, 7:27 AM - Arnab Goswami: good meetings in Delhi  
8/22/19, 7:28 AM - PDG&@: ॐ५'  
8/22/19, 3:51 PM - PDG&@: Your Landing in UP, MP got removed from Siti?  
8/22/19, 3:51 PM - PDG&@: At 330?  
8/22/19, 3:57 PM - Arnab Goswami: MP never started .UP running

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## Chat With Arnab Goswami

8/22/19, 3:58 PM - PDGAS: <Media omitted>  
 8/22/19, 3:58 PM - PDGAS: R Bharat was coming till 3:30 only  
 8/22/19, 4:00 PM - Arnab Goswami: experimenting. up up and running. its a big cost and can have massive impact. i am spending all i got to be no 1. will tell you.  
 8/22/19, 4:15 PM - PDGAS: <Media omitted>  
 8/22/19, 4:15 PM - PDGAS: Everyone wants to be chaiwala now  
 8/22/19, 9:53 PM - Arnab Goswami: day one of launch in UK, Barb data shows republic bharat 470 percent more viewers as Aajtak. its a knockout !  
 8/22/19, 10:14 PM - PDGAS: 8Y''  
 8/23/19, 8:47 AM - PDGAS: good morning - Any progress on shrutis mail?  
 8/23/19, 12:42 PM - Arnab Goswami: <Media omitted>  
 8/23/19, 12:42 PM - Arnab Goswami: crowd show. new Star. pradeep bhandari. 5 pm.  
 8/23/19, 12:43 PM - Arnab Goswami: yes sir BARC reform now firmly on the agenda.  
 8/23/19, 12:43 PM - PDGAS: Five year plan?  
 8/23/19, 12:45 PM - Arnab Goswami: no sir. fairly seriously under consideration.  
 8/23/19, 12:45 PM - Arnab Goswami: in all circles outside MIB  
 8/23/19, 12:46 PM - PDGAS: Good that MIB is not involved  
 8/23/19, 12:46 PM - PDGAS: They do nothing  
 8/23/19, 12:46 PM - Arnab Goswami: MIB wont do anything on its own  
 8/23/19, 12:46 PM - PDGAS: And the Media advisory council thing?  
 8/23/19, 12:47 PM - PDGAS: Any action plan?  
 8/23/19, 12:47 PM - Arnab Goswami: that is seen to be one route to address it  
 8/23/19, 12:47 PM - Arnab Goswami: that was the agenda this week  
 8/24/19, 12:36 PM - Arnab Goswami: <Media omitted>  
 8/24/19, 12:57 PM - PDGAS: Hmmm  
 8/24/19, 9:45 PM - Arnab Goswami: <Media omitted>  
 8/24/19, 9:45 PM - PDGAS: What did aaj tak do  
 8/24/19, 9:45 PM - PDGAS: Didn't follow  
 8/24/19, 9:47 PM - Arnab Goswami: first missed jaitley and then cut out on fake news of assault on their reporter in srinagar. bharat broke story and had 16 reporters live on jaitley. brand loss for aajtak big gain for BHARAT  
 8/24/19, 9:47 PM - PDGAS: K  
 8/24/19, 9:49 PM - Arnab Goswami: AT believe we are sponsoring the trend which is 100 percent false  
 8/24/19, 9:49 PM - PDGAS: Hmmm  
 8/28/19, 3:50 PM - PDGAS: [https://in.news.yahoo.com/indias-10-most-influential-media-personalities-075000257.html?soc\\_src=community&soc\\_trk=wa](https://in.news.yahoo.com/indias-10-most-influential-media-personalities-075000257.html?soc_src=community&soc_trk=wa)  
 8/28/19, 3:50 PM - PDGAS: Check 8Y''S  
 8/28/19, 3:52 PM - Arnab Goswami: sir  
 8/28/19, 3:53 PM - Arnab Goswami: im the only working journalist in the list sir  
 8/28/19, 3:53 PM - PDGAS: 8Y'' 8Y''  
 8/28/19, 8:59 PM - PDGAS: Amar Singh making a startling statement from his hospital bed  
 8/28/19, 8:59 PM - PDGAS: <Media omitted>  
 8/28/19, 8:59 PM - PDGAS: True?  
 8/28/19, 9:55 PM - Arnab Goswami: <https://www.televisionpost.com/cci-to-examine-competition-landscape-in-media-broadcasting-sector-report/>  
 8/28/19, 9:57 PM - PDGAS: They take 3-4 years for any case 8Y''  
 8/28/19, 9:57 PM - PDGAS: <Media omitted>  
 8/28/19, 9:57 PM - PDGAS: Should be good for you  
 8/30/19, 9:12 AM - PDGAS: Forgot to ask - did you speak to Uday?

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## Chat With Arnab Goswami

8/30/19, 9:14 AM - Arnab Goswami: hes been having a lot of stress .. his dad passed away yesterday.. had spoken briefly and was to meet..

8/30/19, 9:15 AM - PDG&C: Is it

8/30/19, 9:15 AM - PDG&C: Oh

8/30/19, 12:02 PM - PDG&C: Any progress on PMO?

8/30/19, 1:05 PM - Arnab Goswami: yes. also meeting javdekar in mumbai tomorrow

8/30/19, 1:06 PM - PDG&C: he is useless honestly and his secy is further

8/30/19, 1:07 PM - PDG&C: cant take a stand and implement

8/30/19, 1:15 PM - Arnab Goswami: not for pmo just as info

8/30/19, 1:15 PM - Arnab Goswami: PMO being dealt differently

8/30/19, 1:16 PM - Arnab Goswami: nov 26/27 pls block republic summit now Delhi

8/30/19, 1:16 PM - PDG&C: I hope they understand urgency

8/30/19, 1:16 PM - PDG&C: ðŸ™ˆ

8/30/19, 3:43 PM - PDG&C: Dhamki gangðŸ™ˆ„ðŸ™ˆ„

8/30/19, 3:43 PM - PDG&C: Your term?

8/30/19, 5:31 PM - Arnab Goswami: Sir we were at lease 30 min plus PRIOR ON THR BANK MERGER STORY ... from all

8/30/19, 5:31 PM - Arnab Goswami: yes sir my coinage

8/30/19, 5:36 PM - PDG&C: ðŸ™ˆ„

8/31/19, 11:14 AM - Arnab Goswami: told you NM was going from PMO

8/31/19, 11:15 AM - Arnab Goswami: rajats last link

8/31/19, 11:16 AM - PDG&C: Yes you had said much earlier and it happened

9/5/19, 1:03 PM - Arnab Goswami: <Media omitted>

9/5/19, 1:03 PM - Arnab Goswami: See this sir insecure

9/5/19, 1:03 PM - Arnab Goswami: Our of 40 mins of content he has focused on me and network for 12 minutes.

9/5/19, 1:03 PM - Arnab Goswami: ðŸ™ˆ„ðŸ™ˆ„ðŸ™ˆ„

9/5/19, 1:03 PM - Arnab Goswami: Tv18 threatened tp close show after the Lalkar sensation

9/5/19, 1:05 PM - Arnab Goswami: <Media omitted>

9/5/19, 1:05 PM - Arnab Goswami: <Media omitted>

9/5/19, 1:16 PM - PDG&C: Who is this ass

9/5/19, 1:16 PM - PDG&C: They are referring to your show?

9/5/19, 1:18 PM - Arnab Goswami: yeah. this used to be a show called bhaiyaji kahin on tv18

9/5/19, 1:20 PM - PDG&C: Competition in your sector is so dirty now

9/5/19, 1:20 PM - Arnab Goswami: we have brought them down to closure almost with pradeep bhandari show Lalkar

9/5/19, 1:21 PM - PDG&C: Govt should clean up this place

9/5/19, 1:21 PM - PDG&C: It's very dirty

9/5/19, 1:22 PM - Arnab Goswami: after digital cap things have become messier

9/5/19, 1:22 PM - PDG&C: Yes

9/5/19, 1:23 PM - Arnab Goswami: i hired 40 in digital another 50 outsourced

9/5/19, 1:23 PM - PDG&C: But the notification needs clarity

9/5/19, 1:23 PM - Arnab Goswami: put more money in distribution

9/5/19, 1:23 PM - PDG&C: But honestly your digital is too small now

9/5/19, 1:24 PM - Arnab Goswami: PM confirmed Summit 26/11 evening in delhi

9/5/19, 1:24 PM - PDG&C: Much more should be done to even add to the brand

9/5/19, 1:24 PM - Arnab Goswami: haven't fired digital yet

9/5/19, 1:24 PM - PDG&C: Yes you told

9/5/19, 1:24 PM - PDG&C: Good day to drum up nationalist sentiments

9/5/19, 1:24 PM - PDG&C: My birthday tooðŸ™ˆŠ

9/5/19, 1:26 PM - PDG&C: Should generate engagement

9/5/19, 1:27 PM - PDG&C: Put some money on the brand - in hindi heartland

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Chat With Arnab Goswami

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## Chat With Arnab Goswami

9/15/19, 8:13 AM - PDGÂ: 8Y~8  
 9/15/19, 8:13 AM - PDGÂ: Himesh is usiÂtg to revitalize his career  
 9/16/19, 2:08 PM - PDGÂ: One can see the reason why researchers are essential in mythologicals on GECs, especially on topics that can cause flare-ups; and why one should stay away from distorting facts. Today, the country is in a very volatile state and people are becoming extremely hypersensitive. Ram and Valmiki are touchy subjects.

We need to tread carefully.

<https://www.ndtv.com/india-news/ram-siya-ke-luv-kush-on-colours-tv-get-central-governments-notice-2100647>

9/16/19, 2:08 PM - PDGÂ: so motabhai influence didnt work here?  
 9/17/19, 6:55 PM - PDGÂ: Rajat relected as NBA head  
 9/18/19, 12:28 PM - Arnab Goswami: sir rajat has taken roots in nba  
 9/18/19, 12:28 PM - PDGÂ: 8Y~,,  
 9/18/19, 12:29 PM - PDGÂ: but wonder how other assholes lick his ..  
 9/18/19, 12:29 PM - Arnab Goswami: sir also reliance has pulled out news channels  
 9/18/19, 12:30 PM - PDGÂ: they have put their regional news on landing - south guys are up against them now - serves your agenda  
 9/18/19, 12:30 PM - PDGÂ: see BMI story today  
 9/18/19, 12:30 PM - PDGÂ: <https://bestmediainfo.com/2019/09/landing-page-issue-shakes-up-regional-market-broadcasters-look-for-help/>  
 9/18/19, 12:30 PM - Arnab Goswami: biggest story in hindi market on ayodhya broken by BHARAT  
 9/18/19, 1:02 PM - PDGÂ: how was your meeting with Nakul  
 9/18/19, 2:14 PM - Arnab Goswami: can i call  
 9/18/19, 2:19 PM - PDGÂ: Yes sir  
 9/19/19, 6:25 PM - Arnab Goswami: From Discover on Google  
<https://www.moneycontrol.com/news/business/stocks/zee-entertainment-plunges-8-as-arbitrator-restrict-promoter-from-stake-selling-4452911.html>  
 9/19/19, 6:35 PM - PDGÂ: Yes bad scene  
 9/23/19, 7:34 PM - Arnab Goswami: <Media omitted>  
 9/23/19, 7:34 PM - Arnab Goswami: A lender has sold part of pledged shares of Zee Ent in open market, sources say it could be Kotak Mutual Fund

Zee Ent says remain engaged with lenders on optimising value from asset sale; will apprise once decision on extension is finalised

9/23/19, 7:34 PM - Arnab Goswami: Subhash Chandra met Nirmala Sitharaman today  
 9/23/19, 7:36 PM - PDGÂ: Yes i heard about this  
 9/24/19, 6:31 PM - PDGÂ: IBF is inducting Megha Tata and John Brittas in to their board and not you?  
 9/24/19, 6:33 PM - PDGÂ: some there has lost their mind  
 9/25/19, 1:54 PM - Arnab Goswami: hi partho  
 9/25/19, 1:55 PM - Arnab Goswami: I think it will take six more months for that, we can get in next time once we are permanent members (some time period thing there) .. I think Monica is filling in the discovery position this time..  
 9/25/19, 1:56 PM - Arnab Goswami: glad the discussion with nakul (besides his own findings) are in the right direction  
 9/25/19, 1:57 PM - Arnab Goswami: I was given the lowdown by some of the BARC board members.  
 9/25/19, 1:57 PM - Arnab Goswami: am coming back day after. in London for last few days

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## Chat With Arnab Goswami

9/25/19, 1:58 PM - PDG@: Have a good trip  
 9/25/19, 2:03 PM - PDG@: There are subsequent mail exchanges and calls - our PB friend not friendly at all  
 9/25/19, 2:05 PM - Arnab Goswami: anything specific  
 9/25/19, 2:05 PM - PDG@: Simple  
 9/25/19, 2:06 PM - PDG@: Big broadcasters don't care about news issues  
 9/25/19, 2:06 PM - PDG@: Unless board is reconstituted you soon will have no BARC  
 9/25/19, 2:26 PM - Arnab Goswami: as in?  
 9/25/19, 2:40 PM - PDG@: Will talk when you get back  
 9/25/19, 2:40 PM - PDG@: Basically some decisions being taken which can hurt you guys  
 9/25/19, 2:41 PM - PDG@: Most sitting there doesn't even understand it will hurt some  
 9/25/19, 2:44 PM - Arnab Goswami: ok .. most board members talking to me .. only have focused on landing which now there is a positive consensus on. tv18 can't force its way anymore so that's good. NBF is meeting PMO on invitation in a few days as a group so you can let me know.  
 9/25/19, 2:44 PM - PDG@: Ok  
 9/25/19, 2:45 PM - PDG@: Let's talk before the meeting  
 9/25/19, 2:45 PM - PDG@: You can make some big points  
 9/25/19, 2:50 PM - PDG@: Earlier you do this is better  
 9/25/19, 2:55 PM - Arnab Goswami: certainly. I shall call when back.  
 9/25/19, 4:03 PM - PDG@: Is shashi Vempati aligned to Nripendra Mishra?  
 9/25/19, 4:03 PM - PDG@: He is acting funny  
 9/25/19, 4:07 PM - Arnab Goswami: Mishra is out of the system. sacked.  
 9/25/19, 4:07 PM - PDG@: I know  
 9/25/19, 4:07 PM - PDG@: So will Vempati's wicket fall?  
 9/25/19, 4:08 PM - PDG@: I don't know why is he acting funny against us suddenly  
 9/25/19, 4:08 PM - PDG@: Maybe promised something by star  
 9/25/19, 4:08 PM - PDG@: To side with them  
 9/26/19, 5:34 PM - Arnab Goswami: <Media omitted>  
 9/26/19, 6:09 PM - PDG@: 8Y''  
 9/26/19, 6:09 PM - PDG@: Why use the word Debate? Why not charcha or a more Hindi heartland word - you may think  
 9/30/19, 10:28 AM - PDG@: Are you back?  
 9/30/19, 10:46 AM - Arnab Goswami: yes sir  
 9/30/19, 10:46 AM - PDG@: lets talk post 1  
 9/30/19, 10:46 AM - PDG@: your DD man is acting funny  
 9/30/19, 11:05 AM - Arnab Goswami: ok  
 10/1/19, 2:01 PM - PDG@: Convergence committee  
 No representation of smaller channels in BARC and IBF board  
 Rotation important  
 Chairman should be from outside industry- reputed person  
 10/1/19, 2:01 PM - PDG@: For pmo  
 10/1/19, 2:49 PM - Arnab Goswami: noted.  
 10/3/19, 1:48 PM - PDG@: Any clue on what's happening - meeting MIS secy at 4  
 10/3/19, 2:00 PM - Arnab Goswami: I have shared those points yesterday  
 10/3/19, 2:00 PM - PDG@: With pmo?  
 10/3/19, 2:00 PM - PDG@: Or minister  
 10/3/19, 2:01 PM - Arnab Goswami: not with the secy q  
 10/3/19, 2:01 PM - PDG@: Minister?  
 10/3/19, 2:03 PM - Arnab Goswami: no PMO

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## Chat With Arnab Goswami

10/3/19, 2:04 PM - Arnab Goswami: please let me know what he says  
 10/3/19, 2:09 PM - PDG@: Ok  
 10/3/19, 8:11 PM - PDG@: Useless guy  
 10/3/19, 8:11 PM - PDG@: Wants to technologically identify landing - not happy with what we do  
 10/3/19, 8:11 PM - PDG@: 8Y-5  
 10/3/19, 8:18 PM - Arnab Goswami: he should be leaving mib soon.  
 10/3/19, 8:19 PM - PDG@: Hmmm  
 10/3/19, 8:19 PM - PDG@: Any news?  
 10/3/19, 8:19 PM - PDG@: Concrete?  
 10/4/19, 1:51 PM - Arnab Goswami: <Media omitted>  
 10/4/19, 1:51 PM - Arnab Goswami: Makes R look like Pogo  
 10/4/19, 1:52 PM - PDG@: 8Y-„8Y-„8Y-„8Y-„  
 10/4/19, 1:53 PM - PDG@: Did you get to understand Shashi Vempati?  
 10/4/19, 2:14 PM - Arnab Goswami: I didn't meet him  
 10/4/19, 2:16 PM - PDG@: k  
 10/4/19, 2:16 PM - Arnab Goswami: I met pmo.  
 10/4/19, 2:16 PM - Arnab Goswami: will meet vempati on Monday  
 10/4/19, 2:17 PM - PDG@: kuch karega?  
 10/4/19, 2:17 PM - PDG@: till now nothing has happened  
 10/4/19, 2:32 PM - Arnab Goswami: <https://www.televisionpost.com/ib-min-in-favour-of-regulating-ott-platforms-on-the-lines-of-tv-print/>  
 10/5/19, 8:56 PM - Arnab Goswami: <https://www.bloombergquint.com/business/zee-entertainment-reveals-that-90-of-promoter-stake-is-pledged>  
 10/5/19, 9:00 PM - Arnab Goswami: \*ZEE Management Call with Punit| Key Takeaways\*

â€¢ \*Opening remarks by Mr. Punit Goenka\*

1. \*Loan from VTB was taken in 2017, none of the ZEE shares were pledged directly to VTB\*
  2. \*No additional debt has been taken by promoters than what was disclosed previously\*
  3. \*This debt was always included in LAS â€” INR135bn in 26th Jan 2019; reduced by half to INR 70bn NOW\*
  4. \*LAS currently stands at INR70bn â€” against the shares of ZEE and other unlisted companies\*
  5. \*Working towards deleveraging through ALL the groupâ€™s media and non-media\* asset sale
- â€¢ \*Solar asset sale to happen before the end of Q3; have a binding offers for a few of the road assets\*
- â€¢ \*No ZEE LAS with Indiabulls\*; HCâ€™s order was related to Dr. S Chandraâ€™s shares in his personal capacity
- â€¢ \*Current pledging is over 90% of the promoter stake; both directly and indirectly\*
- â€¢ \*Dish TV deal â€” not at liberty to talk about this; as a family we are pursuing all our options\*
- â€¢ \*No requirement for top up of shares if the shares go down, even in the case of VTB\*
- â€¢ \*Promoter holding stands at ~22% currently (excluding 2.3% stake to be sold to Oppenheimer)\*
- â€¢ \*Total debt outstanding at promoter level â€” beyond the INR70bn LAS rest is operating debt of the entities\*
- â€¢ Domestic is INR50bn; Foreign is INR20bn â€” Only one foreign lender is there

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## Chat With Arnab Goswami

â€¢ \*2.3% stake sale to Oppenheimer is remaining due to the closure of Insider trading window â€¢ they are the single largest shareholder now except promoters; expect them to honour the balance stake\*

â€¢ Current 22% stake â€¢ expect the promoter stake not to go down further and lenders to stick to the agreement

â€¢ \*No repayment is due in the next 3months, but expect to resolve by then\*

â€¢ Pledging was indirect encumbrance that was created; they could be potentially invoked and sold when needed

â€¢ \*VTB can sell the ZEEL shares directly if required, 1 year is remaining for the loan maturity\*

â€¢ Standstill agreement has not changed

â€¢ Covenants with VTB â€¢ has any covenant been breached as of now? Will check and come back, in constant dialogue with VTB

â€¢ The \*disclosure made by VTB was pertaining to a SEBI circular released on 7th Aug 2019\*

â€¢ Debt levels disclosed in Jan donâ€™t stand today; some has been repaid and some have matured

â€¢ Monetisation of the non-media assets â€¢ Still working on the sale, have already paid half the debt so far; confident that we should be able to achieve the timelines put in sight

â€¢ \*Open to strategic investors still â€¢ whoever would be looking to participate\*

â€¢ Other assets are also there except the ZEEL shares; have options to exercise to repay the debt

â€¢ Securities that local lenders have comprised not just of ZEEL shares but also of other group entities

â€¢ How much of promoter debt is due by March? Donâ€™t have the details, maturity starts from end of Q4FY20 to FY21, but committed to resolve much before the maturity dates

â€¢ Expect some resolution to happen in the next 3 months from the various group asset sale

â€¢ Have a certain timeline that the mgmt is working currently to resolve the debt issue; still willing to work for ZEE if the process allows in case the stake goes down materially

10/5/19, 9:04 PM - PDGÂ©: Hmmm

10/9/19, 10:14 AM - PDGÂ©: <https://www.televisionpost.com/nbsa-directs-republic-tv-to-air-unconditional-apology/>

10/9/19, 10:14 AM - Arnab Goswami: mad they are

10/9/19, 10:14 AM - PDGÂ©: Do they have the jurisdiction? Or any regulatory right?

10/9/19, 10:14 AM - Arnab Goswami: nothing boss

10/9/19, 10:14 AM - PDGÂ©: Just ignore then

10/9/19, 4:42 PM - Arnab Goswami: <Media omitted>

10/9/19, 4:42 PM - PDGÂ©: saw

10/9/19, 4:43 PM - PDGÂ©: when is your NBF meeting with PMO

10/9/19, 8:10 PM - PDGÂ©: <Media omitted>

10/9/19, 8:10 PM - PDGÂ©: ðŸ˜Š

10/9/19, 8:17 PM - Arnab Goswami: boss am really investing massively to beat aajtak

10/9/19, 8:18 PM - Arnab Goswami: NBF first AGM meeting on in a couple of weeks

10/9/19, 8:18 PM - Arnab Goswami: after that ASAP

10/9/19, 11:35 PM - PDGÂ©: Why do you think Vempati is acting against BARC

10/9/19, 11:36 PM - PDGÂ©: Ministry or TRAI has definitely not told him

10/9/19, 11:36 PM - PDGÂ©: On his own? Or inspired by Rajat



## Chat With Arnab Goswami

10/13/19, 10:12 PM - Arnab Goswami: <Media omitted>  
 10/13/19, 10:12 PM - Arnab Goswami: Pappu is back !!  
 10/13/19, 10:12 PM - Arnab Goswami: Just when you think he can't do worse....

"70 saal mein kuchh nahi hua... dekh liya humne.."

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10/13/19, 10:20 PM - PDG@: ॐॐ, ॐॐ,

10/13/19, 10:54 PM - Arnab Goswami: sorry for not replying to the earlier message. somehow was meaning to call you and forgot. you need to tell me what precisely vempati has been doing. will give me a better understanding because I'm to meet him this mid week

10/13/19, 11:46 PM - PDG@: Let's talk tomorrow

10/14/19, 8:04 AM - Arnab Goswami: President: Sourav Ganguly

Secretary: Jay Shah

Treasurer: Arun Dhumal

10/14/19, 8:14 AM - PDG@: ॐॐ-ॐ

10/14/19, 8:41 AM - Arnab Goswami: this really puts rajat in his place. gigantic snub. has zero clout and now faces inquiry got corruption in ddca. no need to be worried about him and his sub standard channel.

10/14/19, 8:41 AM - PDG@: But still on ibf board

10/14/19, 8:42 AM - PDG@: Even last meeting he raised issues to change barc

10/14/19, 8:42 AM - Arnab Goswami: come on there are many others there. fact is he has no clout and you should not let his perceived clout affect because that's gone.

10/14/19, 8:42 AM - PDG@: And some seniors in ibf still think he is powerful

10/14/19, 8:43 AM - Arnab Goswami: they will know after this. he had announced he is taking over bcci. now he looks like an utter fool

10/14/19, 8:43 AM - PDG@: Told you - only solution is rotation of board members to give wider representation

10/14/19, 8:44 AM - PDG@: That's true

10/14/19, 8:44 AM - Arnab Goswami: the solution is first to stop letting him get away by fudging the BARC system. rest will happen but takes time.

10/14/19, 8:45 AM - Arnab Goswami: he is a cheat and now a cheat who even an MP doesn't give a damn to. single channel owner with falling image.

10/14/19, 8:46 AM - PDG@: I agree but others should see it thru too

10/14/19, 8:46 AM - PDG@: Why is uday keeping him in ibf board

10/14/19, 8:47 AM - Arnab Goswami: because he told him he will be bcci chief. imagine what happens now.

10/14/19, 8:47 AM - PDG@: ॐॐ-ॐ

10/14/19, 8:47 AM - PDG@: Let's see if he gets removed

10/14/19, 8:48 AM - PDG@: I have ensured everyone including uday knows he is a cheat

10/14/19, 8:48 AM - PDG@: They have to move now

10/14/19, 8:49 AM - Arnab Goswami: I will also speak to Uday.

10/14/19, 8:50 AM - PDG@: Tell him to protect BARC

10/14/19, 8:50 AM - PDG@: He created it

10/14/19, 8:52 AM - Arnab Goswami: noted.

10/14/19, 8:52 AM - Arnab Goswami: rajat has been running like crazy got bcci. Delhi full of stories.

10/14/19, 8:53 AM - PDG@: ॐॐ-ॐ

10/15/19, 4:43 PM - PDG@: Confirmed - shashi Vempati is being used by some IBF guys

10/15/19, 4:56 PM - PDG@: Call when free

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## Chat With Arnab Goswami

10/15/19, 4:56 PM - Arnab Goswami: with AS  
 10/15/19, 4:56 PM - PDGAS: Ok after that  
 10/15/19, 4:57 PM - PDGAS: IBF is using him to get me  
 10/15/19, 4:57 PM - PDGAS: Lots of things will change  
 10/15/19, 4:57 PM - PDGAS: See if he can help you  
 10/15/19, 7:25 PM - Arnab Goswami: Missed voice call  
 10/15/19, 7:27 PM - Arnab Goswami: pls call  
 10/15/19, 8:19 PM - PDGAS: You must be in studio  
 10/15/19, 8:19 PM - PDGAS: Call when free  
 10/15/19, 8:19 PM - PDGAS: Tried calling  
 10/15/19, 8:19 PM - PDGAS: Am in delhi too  
 10/16/19, 9:27 AM - Arnab Goswami: Missed voice call  
 10/16/19, 9:35 AM - PDGAS: Am taking a flight at 1020  
 10/16/19, 9:35 AM - PDGAS: Was checking in when you called  
 10/16/19, 9:42 AM - PDGAS: If you can pls get me a media advisor kind of position with PMO  
 10/16/19, 9:42 AM - PDGAS: Am fed up of barc now  
 10/16/19, 9:42 AM - PDGAS: And pressures from vested interests  
 10/16/19, 1:35 PM - Arnab Goswami: Missed voice call  
 10/18/19, 3:52 PM - PDGAS: modi in bombay?  
 10/18/19, 3:53 PM - Arnab Goswami: yeah rally at 7 pm  
 10/18/19, 3:53 PM - PDGAS: hmmm traffic fucked  
 10/21/19, 7:02 PM - PDGAS: Pls call when you get free from studio  
 10/21/19, 7:02 PM - Arnab Goswami: wokay  
 10/21/19, 8:35 PM - Arnab Goswami: call in two minutes?  
 10/21/19, 8:41 PM - Arnab Goswami: Missed voice call  
 10/21/19, 10:02 PM - PDGAS: Person who will succeed also knows you well - so don't worry  
 10/21/19, 10:02 PM - Arnab Goswami: who is it  
 10/21/19, 10:02 PM - Arnab Goswami: but I am very shocked  
 10/21/19, 10:02 PM - Arnab Goswami: had to cut call only because debate two was starting  
 10/21/19, 10:29 PM - PDGAS: Let's meet in the weekend when you get free  
 10/22/19, 9:19 AM - Arnab Goswami: free to talk ?  
 10/23/19, 12:45 PM - PDGAS: Saw the article - you know the source  
 10/23/19, 12:45 PM - PDGAS: Have decided won't react  
 10/23/19, 12:45 PM - PDGAS: It harms me in a way  
 10/27/19, 11:52 PM - PDGAS: Happy Diwali  
 10/27/19, 11:58 PM - Arnab Goswami: to you too brother  
 11/12/19, 3:54 PM - PDGAS: <Media omitted>  
 11/12/19, 3:54 PM - PDGAS:   
 11/12/19, 4:02 PM - Arnab Goswami: eita ki holo  
 11/12/19, 4:40 PM - PDGAS: Just saw  
 11/12/19, 4:40 PM - PDGAS: You may know the motivation  
 11/16/19, 11:15 AM - Arnab Goswami: <Media omitted>  
 11/16/19, 11:17 AM - PDGAS:   
 11/19/19, 11:31 AM - PDGAS: <Media omitted>  
 11/19/19, 11:32 AM - PDGAS: It mentions video too so no harm checking  
 11/19/19, 11:32 AM - PDGAS: Though i think they are not geared  
 11/19/19, 11:33 AM - PDGAS: It's just an announcement  
 11/19/19, 12:32 PM - PDGAS: When they came to us a year back they were just audio - not sure of their video capabilities  
 11/20/19, 2:52 PM - PDGAS: This Altaf Hussain is an asset for you, , , was just watching a clip



## Chat With Arnab Goswami

11/20/19, 3:05 PM - Arnab Goswami: Boss  
 11/20/19, 3:05 PM - Arnab Goswami: Pure pure ratings  
 11/20/19, 3:05 PM - Arnab Goswami: I need to spam romil again haha  
 11/20/19, 3:10 PM - PDGÂ@: yesôÿ~„ôÿ~„  
 12/5/19, 4:41 PM - PDGÂ@: <Media omitted>  
 12/5/19, 4:41 PM - PDGÂ@: ôÿ~„ôÿ~„  
 12/9/19, 2:56 PM - PDGÂ@: Looks like NBF is taking offôÿ~šôÿ~š congratulations - make a compelling agenda so that your friends are forced to drop the lambu fraud and veer towards you  
 12/9/19, 3:48 PM - Arnab Goswami: Yes boss  
 12/13/19, 6:02 PM - PDGÂ@: Assam burning apparently?  
 12/13/19, 6:02 PM - PDGÂ@: Some parts of Bengal too  
 12/13/19, 6:03 PM - PDGÂ@: Behrampur, uluberia  
 1/13/20, 10:47 AM - PDGÂ@: <https://www.barandbench.com/news/rajdeep-sardesai-ors-acquitted-after-issuing-unconditional-apology-for-false-reporting-on-sohrabuddin-case>  
 1/13/20, 10:47 AM - PDGÂ@: You called yesterday?  
 1/13/20, 11:19 AM - Arnab Goswami: <https://www.barandbench.com/news/rajdeep-sardesai-ors-acquitted-after-issuing-unconditional-apology-for-false-reporting-on-sohrabuddin-case>  
 1/24/20, 9:16 AM - PDGÂ@: <Media omitted>  
 1/24/20, 9:16 AM - PDGÂ@: Knocking distance nowôÿ~š  
 1/24/20, 9:16 AM - PDGÂ@: With your favourite friend  
 1/27/20, 4:05 PM - PDGÂ@: In your palace  
 1/27/20, 4:14 PM - Arnab Goswami: Sit tell me when u finish  
 1/27/20, 4:14 PM - PDGÂ@: ôÿ'□ôÿ□»  
 1/28/20, 10:58 PM - PDGÂ@: You handled it wellôÿ~š kudos  
 1/29/20, 7:31 AM - Arnab Goswami: Thanks partho. He seemed unstable to be honest and did a lot worse than what he posted  
 1/29/20, 7:32 AM - PDGÂ@: Hmmm  
 1/29/20, 7:32 AM - PDGÂ@: He was trying to get some visibility at your expense - clearly he had that in mind since he was recording  
 2/8/20, 4:46 PM - PDGÂ@: What happened with surya prakash  
 2/10/20, 12:19 AM - Arnab Goswami: It sure boss sorry saw your mail now  
 3/8/20, 12:11 PM - PDGÂ@: Belated happy buddayôÿ~š  
 3/8/20, 5:46 PM - Arnab Goswami: Thank you my friend  
 5/2/20, 3:55 PM - Arnab Goswami: Republic (@republic) Tweeted: One of Indiaâ€™s top media professionals, our CFO S Sundaram is being interrogated by the Mumbai Police since this morning. Hereâ€™s our statement on media queries: <https://t.co/hE3CD5Jg0s>  
<https://twitter.com/republic/status/1256524122168803328?s=20>  
 5/2/20, 3:56 PM - Arnab Goswami: Pls share in our circles  
 5/2/20, 5:53 PM - PDGÂ@: This is really sad  
 5/21/20, 3:07 PM - PDGÂ@: Caravan is doing a detailed story on Republic - fyi  
 5/21/20, 3:10 PM - Arnab Goswami: Aha  
 5/21/20, 3:10 PM - Arnab Goswami: Tell me more  
 5/21/20, 3:11 PM - PDGÂ@: Will let you know  
 5/21/20, 3:11 PM - Arnab Goswami: Call me when you have a moment, long time  
 5/21/20, 3:11 PM - PDGÂ@: ôÿ~š  
 5/21/20, 3:14 PM - Arnab Goswami: This will be their second dedication to me. The first was lucky because after they savaged me to their hearts delight our ratings went up. These folks don't understand the media business  
 5/21/20, 3:14 PM - PDGÂ@: Yes second time  
 5/21/20, 3:14 PM - PDGÂ@: It was Times now I think

## Chat With Arnab Goswami

5/21/20, 3:27 PM - Arnab Goswami: Yes in times now. They even interviewed my estranged uncle in Guwahati. And predicted our collapse. Their main source was Shivshankar

5/21/20, 3:28 PM - PDG@: Yes I remember that story

5/21/20, 3:29 PM - PDG@: It had some anecdotes of the start up days but never mentioned me

5/21/20, 3:29 PM - PDG@: Unfortunately or fortunately?

5/21/20, 3:30 PM - Arnab Goswami: Asli story these guys never tell. Like us scouting for space or almost losing our jobs. If only they had a P/L to ever protect.

5/21/20, 3:31 PM - PDG@: ?

7/1/20, 10:29 AM - PDG@:

<https://www.instagram.com/p/CCELiYwpYVw/?igshid=kljd0lsga9ni>

7/1/20, 10:29 AM - PDG@: New one?

7/5/20, 1:41 AM - Arnab Goswami: e raam eita kee

7/5/20, 1:42 AM - PDG@: ?

7/19/20, 5:31 PM - PDG@: Good interview of Kangana?

7/19/20, 7:17 PM - Arnab Goswami: thanks a ton man its gone berserk

7/19/20, 7:29 PM - PDG@: Must be - topical and you got it out of her - stopped her rambling and made her say things that will get controversial?

7/25/20, 5:56 PM - PDG@: Saw these?

7/25/20, 5:56 PM - PDG@: [https://www.linkedin.com/posts/sivakumar-sundaram-6b601342\\_timesofindia-morningmotivation-fitness-activity-6692754181276667904-Wr3W](https://www.linkedin.com/posts/sivakumar-sundaram-6b601342_timesofindia-morningmotivation-fitness-activity-6692754181276667904-Wr3W)

7/25/20, 5:56 PM - PDG@: [https://www.linkedin.com/posts/partha-sinha-7a5609\\_iloverypaper-timesofindia-ugcPost-6692685171688251392-CmYr](https://www.linkedin.com/posts/partha-sinha-7a5609_iloverypaper-timesofindia-ugcPost-6692685171688251392-CmYr)

7/25/20, 7:25 PM - Arnab Goswami: hadnt seen

7/25/20, 7:25 PM - Arnab Goswami: seems like a whip has been issued

7/25/20, 7:32 PM - PDG@: Yes?

7/25/20, 7:33 PM - PDG@: Chakri korte gele ki na korte hoi

8/14/20, 6:24 PM - PDG@: <Media omitted>

8/19/20, 2:20 PM - PDG@: Good stuff - you were the force behind the SC verdict Today?

8/24/20, 5:20 PM - Arnab Goswami: thanks a ton and sorry for this highly late response. have been at war on ssr Boss

8/24/20, 5:23 PM - PDG@: Yes as usual you know the right story to pickup - something that will rock the nation

8/26/20, 6:43 PM - PDG@: Goss ki? Who all named in the drugs list - politicians/actors?

8/26/20, 6:43 PM - PDG@: Don't write - tell me when free - will call you

8/30/20, 8:22 PM - PDG@: Heard about MK?

8/30/20, 8:30 PM - Arnab Goswami: yes boss

8/30/20, 8:30 PM - PDG@: ?

8/30/20, 8:30 PM - PDG@: It catches up some time or other

10/6/20, 11:52 PM - PDG@: What happened to your hand? Bandaged ??

10/13/20, 5:59 PM - Arnab Goswami: <Media omitted>

10/19/20, 6:18 PM - Arnab Goswami:

<https://twitter.com/republic/status/1318162401577951235>

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Chat With Romil Ramgaria

11/9/18, 9:53 AM - Romil Ramgaria Barc: Am quite unwell since yesterday and have not been able to check mails and messages. Will try and clear today  
 11/9/18, 9:53 AM - PDG&C: What happened  
 11/9/18, 9:53 AM - PDG&C: Pls take care  
 11/9/18, 9:54 AM - PDG&C: Too much eating on Cal?  
 11/9/18, 9:54 AM - Romil Ramgaria Barc: Fever headache throat chocked and full body ache -  
 11/9/18, 9:54 AM - PDG&C: Oh  
 11/9/18, 9:54 AM - PDG&C: Flu maybe  
 11/9/18, 9:54 AM - Romil Ramgaria Barc: Yes too much eating and too hectic  
 11/9/18, 9:54 AM - PDG&C: Hmmm take care  
 11/9/18, 9:55 AM - Romil Ramgaria Barc: Visiting so many people etc  
 11/9/18, 9:55 AM - PDG&C: Yeah kolkata visits are like that only  
 11/10/18, 8:31 PM - PDG&C: Status of PMO ppt?  
 11/10/18, 9:23 PM - Romil Ramgaria Barc: Tomorrow shall send to you. One more revision pending. Sorry for the delay  
 11/10/18, 9:27 PM - PDG&C: K  
 11/12/18, 11:04 AM - PDG&C: ??  
 11/12/18, 5:40 PM - Romil Ramgaria Barc: Hi Romil.. There is a dispute within xposure between Sundeeep and Rajul... Rajul is coming up with a new agency..  
 11/12/18, 5:58 PM - PDG&C: ॐY-5  
 11/12/18, 5:59 PM - PDG&C: No credit  
 11/13/18, 4:08 PM - Romil Ramgaria Barc: Janam tv is no 1 in urban alongieth Asianet. Growth of almost 100% compared to last week  
 11/13/18, 4:08 PM - Romil Ramgaria Barc: Largely due to Sabarimala  
 11/13/18, 4:09 PM - Romil Ramgaria Barc: Making a deck to pre circulate  
 11/13/18, 4:40 PM - PDG&C: Can we not control a bit  
 11/13/18, 4:59 PM - Romil Ramgaria Barc: We can - but still it will be a sizeable growth - currently its almost doubled vs last week whereas others are almost flat  
 11/13/18, 5:00 PM - PDG&C: What about total tv in kerala  
 11/13/18, 5:00 PM - PDG&C: This doubling is after sizeable growth already hence saying  
 11/13/18, 5:01 PM - PDG&C: Just check how much is total tv growth in last six weeks  
 11/13/18, 5:01 PM - Romil Ramgaria Barc: Total tv has grown By 4-5% but news has only grown because of Janam  
 11/13/18, 5:01 PM - Romil Ramgaria Barc: News category is most relevant  
 11/13/18, 5:01 PM - PDG&C: Yes  
 11/13/18, 5:01 PM - Romil Ramgaria Barc: That has grown only because of Janam  
 11/13/18, 5:02 PM - PDG&C: 4-5 percent is reasonable number - people then have switched to Janam and others degrown  
 11/13/18, 5:02 PM - PDG&C: That's justifiable  
 11/13/18, 5:03 PM - Romil Ramgaria Barc: Yes - people have switched to Janam - reach grown by 30% but ATS has grown significantly  
 11/13/18, 5:04 PM - Romil Ramgaria Barc: Their pro devotee stance on sabrjmala is making them stand out  
 11/13/18, 5:04 PM - PDG&C: Yes  
 11/13/18, 5:04 PM - PDG&C: Apparently the PMO boys have also noticed this  
 11/13/18, 5:04 PM - Romil Ramgaria Barc: We checked the trend earlier and it has grown across all 14 districts - primarily more in 3 which are closer to temple  
 11/13/18, 5:04 PM - PDG&C: Janam TV phenomenon  
 11/13/18, 5:04 PM - Romil Ramgaria Barc: Hmm  
 11/13/18, 5:04 PM - Romil Ramgaria Barc: They have a RSS funder

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Chat With Romil Ramgaria

11/13/18, 5:04 PM - PDG&C: Yes  
 11/13/18, 5:05 PM - Romil Ramgaria Barc: We should probably use him to speak about what amazing ratings system we have  
 11/13/18, 5:05 PM - Romil Ramgaria Barc: And how it is sharp and captures the pulse  
 11/13/18, 5:05 PM - Romil Ramgaria Barc: Internally to their people  
 11/13/18, 5:05 PM - PDG&C: Yes  
 11/13/18, 5:06 PM - Romil Ramgaria Barc: How was the MHA meeting  
 11/13/18, 5:06 PM - PDG&C: Very good  
 11/13/18, 5:06 PM - PDG&C: Bright guy  
 11/13/18, 5:07 PM - PDG&C: 64 born iit kanpur 88 batch IAS  
 11/13/18, 5:07 PM - PDG&C: Additional sec'y  
 11/13/18, 5:07 PM - PDG&C: He wants us to do it  
 11/13/18, 5:07 PM - PDG&C: Will give all support  
 11/13/18, 5:07 PM - PDG&C: Good test case for us too  
 11/13/18, 5:07 PM - PDG&C: For audio matching  
 11/13/18, 5:08 PM - PDG&C: Will make the tech guys move  
 11/13/18, 5:08 PM - Romil Ramgaria Barc: Yes absolutely  
 11/13/18, 5:08 PM - PDG&C: We should share it internally carefully  
 11/13/18, 5:09 PM - Romil Ramgaria Barc: Internally we should just move as we are  
 11/13/18, 5:09 PM - PDG&C: Yes but with proper reference site etc  
 11/13/18, 5:10 PM - Romil Ramgaria Barc: Yes - but we would need to procure the box which is not easily available  
 11/13/18, 5:10 PM - PDG&C: DD will help they said  
 11/13/18, 5:10 PM - PDG&C: It's available in Delhi only  
 11/13/18, 5:12 PM - PDG&C: Pls guide Varun - need the investments of three digital options by Thursday morning  
 11/13/18, 5:12 PM - Romil Ramgaria Barc: Yes spoke to Vivek - he is working on this.  
 11/13/18, 6:11 PM - PDG&C: [https://www.forbes.com/sites/alanwolk/2018/11/08/all-four-major-ad-holding-companies-unite-around-blockchain/amp/?\\_twitter\\_impression=true](https://www.forbes.com/sites/alanwolk/2018/11/08/all-four-major-ad-holding-companies-unite-around-blockchain/amp/?_twitter_impression=true)  
 11/13/18, 6:30 PM - PDG&C: Already had some homework on BARC  
 11/13/18, 6:40 PM - Romil Ramgaria Barc: Hmm - that's interesting - so they will be serious and will definitely help  
 11/13/18, 6:40 PM - PDG&C: Yes  
 11/13/18, 7:07 PM - Romil Ramgaria Barc: <Media omitted>  
 11/13/18, 7:07 PM - Romil Ramgaria Barc: Zee selling 50% stake  
 11/13/18, 7:09 PM - PDG&C: ॐY~  
 11/13/18, 7:10 PM - PDG&C: Anybody lined up? Am sure  
 11/13/18, 7:10 PM - PDG&C: Suddenly?  
 11/13/18, 7:10 PM - Romil Ramgaria Barc: Yeah - quote sudden - has heard they were under stress from bank - but this selling is too soon -  
 11/13/18, 7:10 PM - Romil Ramgaria Barc: I hope not reliance ॐY~  
 11/13/18, 7:11 PM - PDG&C: ॐY~  
 11/13/18, 7:29 PM - PDG&C: <Media omitted>  
 11/13/18, 8:07 PM - PDG&C: If sales and profits were really doing so well as reported - then their cash flows will be healthy - wonder why banks can push then - can understand stock markets sentiments  
 11/13/18, 8:29 PM - Romil Ramgaria Barc: 6. On Sale: Zee Entertainment Stake

Zee Entertainment Enterprises Ltd.'s promoters plan to sell half of their holding in India's largest broadcaster.

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## Chat With Romil Ramgaria

Essel Group appointed Goldman Sachs Securities (India) Ltd. as investment banker and U.S. and Europe-based LionTree as an international strategic adviser for the stake sale.

The promoters, led by founder and Chairman Subhash Chandra, hold around 41.62 percent stake in Zee Entertainment.

At the current market price, the sale will fetch Rs 8,756 crore.

The move is to maximise value, the company said.

11/13/18, 8:29 PM - Romil Ramgaria Barc: Majority shares pledged. And want to exit before it becomes another dish

11/13/18, 8:30 PM - PDGAC: Hmmm

11/13/18, 8:30 PM - Romil Ramgaria Barc: Netflix or Amazon. and is for depedging as well as partnership. Is what I am hearing

11/13/18, 8:30 PM - PDGAC: Deal must be done

11/13/18, 8:30 PM - PDGAC: These are formalities

11/13/18, 8:30 PM - Romil Ramgaria Barc: Yup

11/14/18, 9:51 AM - Romil Ramgaria Barc: nick from cantor coming next week

11/14/18, 9:51 AM - Romil Ramgaria Barc: one govt official from nigeria in the week of 26th nov

11/14/18, 9:52 AM - PDGAC: K

11/14/18, 9:52 AM - Romil Ramgaria Barc: and reality mine from australia in the week of dec 3rd

11/14/18, 9:52 AM - PDGAC: Pls give nitika and vira dates so that they can block calendar

11/14/18, 9:53 AM - Romil Ramgaria Barc: yes ok

11/14/18, 9:53 AM - PDGAC: Is there a tam Board meeting

11/14/18, 9:53 AM - PDGAC: Then we should fire a salvo this week

11/14/18, 9:54 AM - Romil Ramgaria Barc: let me check

11/14/18, 9:54 AM - PDGAC: Look at how star behaves with us controlling 30 percent sales

11/14/18, 9:54 AM - PDGAC: We control double of tam

11/14/18, 9:54 AM - PDGAC: Of that percent

11/14/18, 9:55 AM - Romil Ramgaria Barc: yes - 60% by sales should behave like a majority shareholder only

11/14/18, 9:55 AM - Romil Ramgaria Barc: we also have a MDL board meeting on 21st and nick is here on 20/21 only

11/14/18, 9:56 AM - PDGAC: Hmm good

11/14/18, 9:58 AM - PDGAC: Friday let's spend some time talking on tam

11/14/18, 10:05 AM - Romil Ramgaria Barc: yes ok

11/14/18, 11:17 AM - PDGAC: Good meeting with MIB

11/14/18, 11:18 AM - PDGAC: They also asked on RPD - explained how it is sample - will have to send a note

11/14/18, 11:32 AM - Romil Ramgaria Barc: ok great

11/14/18, 11:48 AM - Romil Ramgaria Barc: friday you are at the osha conclave na?

11/14/18, 11:48 AM - Romil Ramgaria Barc: odisha

11/14/18, 11:59 AM - PDGAC: Thursday

11/14/18, 12:06 PM - Romil Ramgaria Barc: Ok

11/14/18, 9:41 PM - PDGAC: Met Shashi sir in airport

11/14/18, 9:42 PM - PDGAC: He is getting dish TV account

11/14/18, 9:42 PM - PDGAC: The BI numbers on DTH are for him

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## Chat With Romil Ramgaria

11/14/18, 9:42 PM - Romil Ramgaria Barc: Hope he gets the monies  
 11/14/18, 9:42 PM - PDG&C: Are they ok  
 11/14/18, 9:42 PM - Romil Ramgaria Barc: Ok  
 11/14/18, 9:42 PM - PDG&C: Hahahaha  
 11/14/18, 9:51 PM - Romil Ramgaria Barc: Yes looks ok. The % slew of NCCS is fine. Not the absolutes  
 11/14/18, 9:52 PM - PDG&C: Let me check - will chat with you  
 11/14/18, 9:52 PM - PDG&C: He was asking about upscale audience skew  
 11/14/18, 9:53 PM - Romil Ramgaria Barc: Upscale audience skew will be lower and hence providing opportunity to advertise there and acquire customers  
 11/14/18, 9:53 PM - PDG&C: Dish TV vs Tata sky  
 11/14/18, 9:54 PM - Romil Ramgaria Barc: Yes - let me get further break up of A also  
 11/14/18, 9:56 PM - PDG&C: HD customers for instance should be higher in Tata sky  
 11/14/18, 9:57 PM - Romil Ramgaria Barc: Yes - they have almost 50-60% of overall HD base in the country  
 11/14/18, 9:57 PM - Romil Ramgaria Barc: Second highest with airtel  
 11/14/18, 9:57 PM - Romil Ramgaria Barc: And then rest is close to 2-3mn  
 11/15/18, 12:28 PM - Romil Ramgaria Barc: sorry, was with HDFC guys and for a llam meeting they came at 1145 - there was a timing confusion -  
 11/15/18, 12:33 PM - PDG&C: Nobody can hear me  
 11/15/18, 12:33 PM - Romil Ramgaria Barc: we are just resetting gain  
 11/15/18, 2:13 PM - PDG&C: Gain theory/Kantar is passing negative comments on our outlier detection  
 11/15/18, 2:14 PM - Romil Ramgaria Barc: Let's put a timeline with them to sign RLD by 20th nov else we will stop  
 11/15/18, 2:15 PM - PDG&C: Yes  
 11/15/18, 2:15 PM - PDG&C: Hold a gun  
 11/15/18, 2:15 PM - Romil Ramgaria Barc: Yes - done  
 11/15/18, 2:16 PM - PDG&C: Will help in group m nego too  
 11/15/18, 2:16 PM - Romil Ramgaria Barc: Nielsen is much more response  
 11/15/18, 2:16 PM - Romil Ramgaria Barc: Responsible  
 11/15/18, 2:16 PM - PDG&C: Yes  
 11/15/18, 5:11 PM - PDG&C: Was CNN news18 controlled this time for Kerala?  
 11/15/18, 5:25 PM - PDG&C: Vivek Khanna called - panicking that we will shut down BMW&Y"  
 11/15/18, 5:25 PM - PDG&C: He has some points he wants to discuss tomorrow  
 11/15/18, 5:25 PM - PDG&C: Told him why were they sleeping all this while  
 11/15/18, 5:31 PM - Romil Ramgaria Barc: Yes it was  
 11/15/18, 5:32 PM - PDG&C: Ok  
 11/15/18, 5:32 PM - Romil Ramgaria Barc: Brought down by almost 40-50%  
 11/15/18, 5:32 PM - PDG&C: Just Kerala?  
 11/15/18, 5:32 PM - Romil Ramgaria Barc: In the next 1-2 weeks will be back to pre landing levels  
 11/15/18, 5:32 PM - Romil Ramgaria Barc: Yes - Punjab is already back to pre landing levels almost  
 11/15/18, 5:32 PM - PDG&C: K  
 11/15/18, 8:23 PM - Romil Ramgaria Barc: I have a doc appointment tomorrow morning and then meeting Avinash Kaul at his office. Will be in office around 145 and shall see you then on TAM  
 11/15/18, 8:23 PM - Romil Ramgaria Barc: I am also on the vidnet panel tomorrow at st Regis from 330 onwards  
 11/15/18, 10:17 PM - PDG&C: Ok

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Chat With Romil Ramgaria

11/16/18, 10:27 AM - PDG&: I was told that only star and zee agreements are pending then only star  
 11/16/18, 10:27 AM - PDG&: Now I find out about India today  
 11/16/18, 10:28 AM - PDG&: Why these surprises?  
 11/16/18, 10:28 AM - PDG&: Do we have a system or its arbitrary  
 11/16/18, 10:28 AM - Romil Ramgaria Barc: Had indicated you on india today addendum being pending - agreement is signed with them  
 11/16/18, 10:29 AM - PDG&: We should have proper mis  
 11/16/18, 10:29 AM - PDG&: And not exception reporting  
 11/16/18, 10:30 AM - Romil Ramgaria Barc: Yes ok - group m is also pending - had escalated again to Tushar this week - legal teams are doing the calls  
 11/16/18, 10:34 AM - PDG&: Pls speak to me on Janam TV when we meet  
 11/16/18, 10:34 AM - PDG&: Have some ground reports  
 11/16/18, 1:51 PM - Romil Ramgaria Barc: What do you think about Rupert Murdoch partnering with Disney?

Their objective was that "I can't fight with this big techno media company who is spending billions in programming". But my feeling is different. He would be the single largest shareholder of Disney with 5 per cent holding and he has the right to choose the successor of Bob Iger. He is a smart businessman. To my mind, he has bought Disney rather than selling.

11/16/18, 1:51 PM - Romil Ramgaria Barc: Very interesting comment  
 11/16/18, 1:56 PM - PDG&: yes loved the perspective  
 11/16/18, 6:48 PM - PDG&: Are you ok with Seemas draft?  
 11/16/18, 6:48 PM - PDG&: Also Elberts?  
 11/16/18, 6:54 PM - Romil Ramgaria Barc: Let me check the final draft  
 11/16/18, 6:55 PM - PDG&: Spoke to Sanjay on ooh too  
 11/16/18, 6:55 PM - PDG&: He is keen to do it  
 11/16/18, 6:56 PM - PDG&: We should not under sell ourselves  
 11/16/18, 6:56 PM - Romil Ramgaria Barc: Ok great - yes agree  
 11/16/18, 6:56 PM - PDG&: Also told him on premium panel  
 11/16/18, 6:56 PM - PDG&: Told I am not taking it to board  
 11/16/18, 6:56 PM - Romil Ramgaria Barc: 8Y-5  
 11/16/18, 8:07 PM - PDG&: <https://thewire.in/sport/ipl-chairmans-aide-returns-after-being-caught-in-sting-seeking-sexual-favours>  
 11/17/18, 11:03 AM - Romil Ramgaria Barc: Mark malhotra also?  
 11/17/18, 11:04 AM - PDG&: Is he into this or their finance guys  
 11/17/18, 11:05 AM - Romil Ramgaria Barc: He is also - as he had put the mail to Asti  
 11/17/18, 11:05 AM - PDG&: Ok so mark asti and malhotra too  
 11/17/18, 11:05 AM - Romil Ramgaria Barc: Yes  
 11/17/18, 11:05 AM - PDG&: Refer my call with khanna  
 11/17/18, 11:06 AM - Romil Ramgaria Barc: Yes done  
 11/17/18, 11:08 AM - PDG&: Pls check if star agreement has gone  
 11/17/18, 11:08 AM - PDG&: Sanjay was also checking yesterday  
 11/17/18, 11:15 AM - Romil Ramgaria Barc: It's going today  
 11/17/18, 11:15 AM - PDG&: Ok  
 11/18/18, 9:13 PM - Romil Ramgaria Barc: Read the Indian express article  
 11/18/18, 9:13 PM - Romil Ramgaria Barc: It's a catch 20 -  
 11/18/18, 9:14 PM - PDG&: Yes  
 11/18/18, 9:15 PM - Romil Ramgaria Barc: I think having made the point we should reduce now - however again last week the temple has opened again and thrrr is some activity thrrr  
 11/18/18, 9:16 PM - PDG&: Yes let's reduce

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## Chat With Romil Ramgaria

11/18/18, 9:15 PM - Romil Ramgaria Barc: It is rank 2. Peak being Tuesday and Friday where Lalita was mistakenly held up thinking she is below 50 yes. And trupti activist who was protested at Kochi airport on friday

11/18/18, 9:16 PM - Romil Ramgaria Barc: Yes. But the gap between no 3 and them is Hugh. Will bring it closer but retain no 2 rank

11/18/18, 9:16 PM - PDGAS: Yes

11/18/18, 11:08 PM - PDGAS: Are we walking on a time plan on the Kashmir thing?

11/18/18, 11:09 PM - PDGAS: Working on a ...

11/18/18, 11:37 PM - Romil Ramgaria Barc: Yes - having a call tomorrow to freeze

11/19/18, 3:24 PM - PDGAS: Joy quit

11/19/18, 4:31 PM - Romil Ramgaria Barc: Oh! May be raj gets that portfolio also

11/19/18, 4:42 PM - PDGAS: 8Y~5

11/19/18, 7:08 PM - Romil Ramgaria Barc: <Media omitted>

11/19/18, 7:08 PM - Romil Ramgaria Barc: <Media omitted>

11/19/18, 7:10 PM - PDGAS: What about that Kairali - that britto guys channel

11/19/18, 7:29 PM - Romil Ramgaria Barc: Their news channel is people tv - 28 grps this week

11/19/18, 7:30 PM - PDGAS: K

11/19/18, 8:26 PM - PDGAS: <https://www.analyticsindiamag.com/from-viewership-patterns-to-movie-trailers-ai-analytics-are-crucial-in-showbiz-guruprasad-mandrawadkar-star-india/>

11/19/18, 8:26 PM - PDGAS: Who is this guy?

11/19/18, 8:26 PM - PDGAS: Never heard of him

11/19/18, 8:30 PM - Romil Ramgaria Barc: Yes never heard of him. Let me check

11/19/18, 8:31 PM - Romil Ramgaria Barc: <Media omitted>

11/19/18, 8:49 PM - Romil Ramgaria Barc: He has been heading the business intelligence suite implementation from 2016 onwards.

11/19/18, 8:49 PM - Romil Ramgaria Barc: We have been interacting with him on Mafras as well.

11/20/18, 8:49 AM - Romil Ramgaria Barc: <http://www.ecoti.in/g1Q7Bb>

11/20/18, 8:56 AM - PDGAS: 8Y~"

11/20/18, 8:57 AM - PDGAS: Meeting him today

11/20/18, 8:58 AM - Romil Ramgaria Barc: 8Y~5

11/20/18, 9:07 AM - Romil Ramgaria Barc: we postponed the MDL meet, is it?

11/20/18, 9:07 AM - PDGAS: Board meeting

11/20/18, 9:07 AM - Romil Ramgaria Barc: Yes

11/20/18, 9:07 AM - PDGAS: Yes because of NP meeting tomorrow

11/20/18, 9:08 AM - Romil Ramgaria Barc: Oh ok

11/20/18, 9:08 AM - PDGAS: I have to go to sony

11/20/18, 9:08 AM - PDGAS: Wish the week ratings would have been out 8Y~"

11/20/18, 9:08 AM - Romil Ramgaria Barc: Meeting Amit shah from star now and then Gayatri and all at 11am

11/20/18, 9:08 AM - PDGAS: Ok

11/20/18, 9:08 AM - Romil Ramgaria Barc: 8Y~5

11/20/18, 9:08 AM - PDGAS: Post this will meet Rohit

11/20/18, 9:08 AM - PDGAS: As in Sarma

11/20/18, 9:09 AM - PDGAS: For his conversation

11/20/18, 9:09 AM - Romil Ramgaria Barc: Also taping up nick at 1pm today - both me and Sanjay on issues across tam, watermarking and international

11/20/18, 9:09 AM - PDGAS: Show a tough stance on RLD

11/20/18, 9:35 AM - Romil Ramgaria Barc: <Media omitted>

11/20/18, 9:37 AM - PDGAS: Doubt ministry will clear now

11/20/18, 9:37 AM - PDGAS: This Khare and Rathore are both for status quo

11/20/18, 9:38 AM - Romil Ramgaria Barc: I think it will get cleared

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Chat With Romil Ramgaria

11/20/18, 9:39 AM - Romil Ramgaria Barc: Also republic looking for a slot  
 11/20/18, 9:39 AM - Romil Ramgaria Barc: So Arnab is also pushing  
 11/20/18, 9:41 AM - PDG&A: Hmm  
 11/20/18, 9:42 AM - PDG&A: Hindi  
 11/20/18, 9:42 AM - Romil Ramgaria Barc: Yup  
 11/20/18, 11:18 AM - PDG&A: Catch media - what's the discussion about?  
 11/20/18, 11:19 AM - Romil Ramgaria Barc: We are using their help on analytics - RLD  
 11/20/18, 11:19 AM - Romil Ramgaria Barc: for internal purpose  
 11/20/18, 11:20 AM - PDG&A: Can they help in metarule4?  
 11/20/18, 11:20 AM - Romil Ramgaria Barc: And they claim to have some digital measurement solution also - so exploring that  
 11/20/18, 11:20 AM - PDG&A: Ashish wanted me to meet them for five minutes after your meeting  
 11/20/18, 11:20 AM - PDG&A: Ok  
 11/20/18, 11:20 AM - Romil Ramgaria Barc: I doubt - trying to involve Athenas owl for that  
 11/20/18, 11:20 AM - Romil Ramgaria Barc: Ok  
 11/20/18, 11:20 AM - PDG&A: ok  
 11/20/18, 6:32 PM - Romil Ramgaria Barc: For group m agreement - code of conduct and displeasure council process will not be applicable to them. Last time also it wasn't there. I think it's ok  
 11/20/18, 6:34 PM - PDG&A: Yes  
 11/20/18, 7:30 PM - PDG&A: Heard Simran also put in papers  
 11/20/18, 7:30 PM - PDG&A: Check  
 11/20/18, 7:30 PM - Romil Ramgaria Barc: Let me check  
 11/20/18, 8:10 PM - PDG&A: Can you ask someone to figure this out  
 11/20/18, 8:11 PM - PDG&A: Genrewise how much of original content is played out in Indian television  
 11/20/18, 8:22 PM - Romil Ramgaria Barc: Hindi GEC itself will be around 130 hours per week. Across all GEC it would be good 1500 hours approx. let me check  
 11/20/18, 8:24 PM - PDG&A: Let's do a genrewise thing  
 11/20/18, 8:25 PM - Romil Ramgaria Barc: Yes ok  
 11/20/18, 11:59 PM - PDG&A: <Media omitted>  
 11/21/18, 5:31 AM - Romil Ramgaria Barc: ॐ-ॐ  
 11/21/18, 1:05 PM - Romil Ramgaria Barc: Case filed by Associated Broadcasting Limited against BARC is listed today before High Court on a normal course. The show cause issued was already withdrawn by BARC and it's only pending on the Comphesation part. DSK is present and will update on developments in second half.  
 11/21/18, 1:06 PM - PDG&A: This is the old one?  
 11/21/18, 1:06 PM - PDG&A: Is Rajini there in court?  
 11/21/18, 1:09 PM - Romil Ramgaria Barc: Yes old one. He got to know today morning only from DSK. He has told them to keep him informed earlier. Most likely it will be adjourned  
 11/21/18, 1:10 PM - PDG&A: yes but get him to get into brasstracks  
 11/21/18, 1:11 PM - Romil Ramgaria Barc: Yes  
 11/21/18, 2:23 PM - PDG&A: if niche channels are to be reported once a month - are we ready?  
 11/21/18, 2:23 PM - PDG&A: will it be in same BMW?  
 11/21/18, 2:24 PM - Romil Ramgaria Barc: It can be in BMW But not planview  
 11/21/18, 2:24 PM - Romil Ramgaria Barc: There it will be a challenge  
 11/21/18, 2:25 PM - PDG&A: separate planview?

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## Chat With Romil Ramgaria

11/21/18, 2:25 PM - Romil Ramgaria Barc: That would be possible. Let me check and confirm

11/21/18, 2:25 PM - PDGAS: ok

11/21/18, 2:26 PM - PDGAS: using some ascription behind the numbers - why cant we include in same planview?

11/21/18, 2:26 PM - PDGAS: use some grey logic but push Markdata to give one

11/21/18, 2:26 PM - Romil Ramgaria Barc: Hmm ok

11/21/18, 2:30 PM - PDGAS: Maybe coming from today's IBF meeting

11/21/18, 2:34 PM - Romil Ramgaria Barc: Ok

11/21/18, 3:42 PM - Romil Ramgaria Barc: Stuck at elphinston since last 20 mins. 10 min away. Thankfully nick is also late

11/21/18, 3:42 PM - PDGAS: Ok

11/21/18, 8:31 PM - Romil Ramgaria Barc: New Irs has started

11/21/18, 8:32 PM - PDGAS: Ok

11/21/18, 9:52 PM - PDGAS: Wanted to chat with you yesterday

11/21/18, 9:53 PM - PDGAS: What's happened to Shantanu

11/21/18, 9:53 PM - PDGAS: Why has he lost his mojo

11/21/18, 9:53 PM - PDGAS: What should we do

11/21/18, 10:27 PM - Romil Ramgaria Barc: Yes agree. He is becoming reactive and slow

11/21/18, 10:29 PM - Romil Ramgaria Barc: Had a chat with him 2 days back on delegation and process also - but he is going in the negative zone - need to work on him /

11/21/18, 10:29 PM - Romil Ramgaria Barc: I think for some time he needs to continue being in Delhi -

11/21/18, 10:30 PM - Romil Ramgaria Barc: And travel less frequently. We should directly interact with the other people more -

11/21/18, 10:30 PM - Romil Ramgaria Barc: Also govt interaction I think have reduced -

11/21/18, 10:31 PM - PDGAS: I have a mentoring session with him tom

11/21/18, 10:31 PM - PDGAS: Let's talk before that

11/21/18, 10:32 PM - Romil Ramgaria Barc: Ok. Will call you around 1130 once I land in Cochin

11/21/18, 10:32 PM - PDGAS: Ok

11/22/18, 1:52 PM - PDGAS: Viacom ppt??

11/22/18, 1:52 PM - PDGAS: This is terrible

11/22/18, 1:54 PM - Romil Ramgaria Barc: Suma sending out in 10 mins

11/22/18, 1:54 PM - Romil Ramgaria Barc: It had to undergo changes last night

11/22/18, 1:54 PM - PDGAS: Understand but so last minute

11/22/18, 1:54 PM - PDGAS: Hope it justifies with good insights

11/22/18, 1:55 PM - Romil Ramgaria Barc: It will need to be looked sexier - insights are there on BB and time slot changes and late start

11/22/18, 1:56 PM - Romil Ramgaria Barc: Also the steep slope of others vs colors, will be content justification which with Manisha may not go down well -

11/22/18, 1:56 PM - Romil Ramgaria Barc: But still we will take it

11/22/18, 1:57 PM - PDGAS: yes - she will try to be aggressive - so lets do

11/22/18, 2:35 PM - Romil Ramgaria Barc: Colors meeting delayed to tue/wed next week

11/22/18, 2:35 PM - PDGAS: Heard

11/22/18, 8:12 PM - PDGAS: <Media omitted>

11/22/18, 8:13 PM - PDGAS: Who is this ? Lost some numbers in transfer

11/22/18, 8:13 PM - PDGAS: And is it true?

11/22/18, 8:13 PM - Romil Ramgaria Barc: Cannot see the number?

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## Chat With Romil Ramgaria

11/22/18, 8:14 PM - Romil Ramgaria Barc: Team tells me all have signed. Is this Vivek malhotra asking?

11/22/18, 8:14 PM - PDG&C: <Media omitted>

11/22/18, 8:14 PM - PDG&C: Check now

11/22/18, 8:15 PM - Romil Ramgaria Barc: Yes Malhotra

11/22/18, 8:15 PM - Romil Ramgaria Barc: He is calling me also

11/22/18, 8:15 PM - PDG&C: Hope our info is correct

11/22/18, 8:15 PM - PDG&C: Will be loss of face if not

11/22/18, 8:15 PM - PDG&C: Talk to him

11/22/18, 8:15 PM - Romil Ramgaria Barc: Yes agree - will talk to him and check also - I have also maintained the same

11/22/18, 8:16 PM - PDG&C: Ask Elbert to confirm right away

11/22/18, 8:17 PM - Romil Ramgaria Barc: Yes

11/22/18, 8:24 PM - Romil Ramgaria Barc: Spoke to Vivek and sorted

11/22/18, 8:25 PM - PDG&C: What's the reality on watermark clause

11/22/18, 8:25 PM - Romil Ramgaria Barc: Spoke to Amit arora also and he has also confirmed everyone has signed except NGC - which is linked to star

11/22/18, 8:25 PM - PDG&C: How was he so confident

11/22/18, 8:25 PM - Romil Ramgaria Barc: I will get a check done by rajni also

11/22/18, 9:47 PM - Romil Ramgaria Barc: <Media omitted>

11/23/18, 10:16 AM - Romil Ramgaria Barc: News18 no 1 this week - fastway CNN Lansing relplced with News18

11/23/18, 10:16 AM - PDG&C: 8Y~3

11/23/18, 10:17 AM - PDG&C: If it's close margin see if can be 2

11/23/18, 10:17 AM - Romil Ramgaria Barc: Yes - we have to make it no 2. Entire market saying since last 4-5 weeks that News18 will become no 1 soon - and you will see

11/23/18, 10:17 AM - PDG&C: Yes

11/23/18, 10:18 AM - Romil Ramgaria Barc: Even Avinash mentioned that day they are going for the kill before the elections 8Y~5

11/23/18, 10:18 AM - PDG&C: Yes

11/23/18, 10:18 AM - PDG&C: But that's logical too

11/23/18, 10:18 AM - Romil Ramgaria Barc: Yes absolutely - but people will perceive it to be tampering

11/23/18, 10:18 AM - Romil Ramgaria Barc: As they control ground also -

11/23/18, 10:19 AM - Romil Ramgaria Barc: And everyone speaking that fastway and gtpl also almost done

11/23/18, 10:19 AM - PDG&C: True

11/23/18, 10:19 AM - Romil Ramgaria Barc: Free dish auctions most likely to open in dec / 3 categories likely for GEC news and others

11/23/18, 10:20 AM - Romil Ramgaria Barc: Buzz is GEC will be around 15cr, news 7cr and others 3.5

11/23/18, 10:21 AM - PDG&C: Arnab will take it

11/23/18, 10:22 AM - Romil Ramgaria Barc: Yes

11/24/18, 10:55 AM - Romil Ramgaria Barc: <Media omitted>

11/24/18, 10:55 AM - Romil Ramgaria Barc: <Media omitted>

11/24/18, 11:40 AM - PDG&C: 8Y~58Y~5

11/24/18, 12:39 PM - Romil Ramgaria Barc: Straight talk is largely full of advertisers. I think we should do it given we are largely disconnected in south

11/24/18, 12:39 PM - PDG&C: Ok

11/24/18, 5:07 PM - Romil Ramgaria Barc: ASI happening next year in Prague and not in Vienna

11/24/18, 5:07 PM - PDG&C: K

11/24/18, 5:07 PM - PDG&C: November

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## Chat With Romil Ramgaria

11/24/18, 5:07 PM - PDG&A: ?  
 11/24/18, 5:07 PM - Romil Ramgaria Barc: Yup.  
 11/24/18, 5:08 PM - Romil Ramgaria Barc: Singapore in 2020  
 11/24/18, 5:08 PM - PDG&A: Can we offer to host them in India for 2019?  
 11/24/18, 5:08 PM - Romil Ramgaria Barc: Too late now. And the bigger problem for them is finding  
 11/24/18, 5:08 PM - PDG&A: Commercially we can work out  
 11/24/18, 5:09 PM - Romil Ramgaria Barc: Funding  
 11/24/18, 5:09 PM - PDG&A: Don't know if it will be a heavy gap to fund  
 11/24/18, 5:11 PM - Romil Ramgaria Barc: Let's explore - have broached with him  
 11/24/18, 5:11 PM - PDG&A: K  
 11/24/18, 8:01 PM - Romil Ramgaria Barc: Emailed you. Shantanu has spoken to Gaurav. But he is saying it's on bodhi's desk and he will decide  
 11/24/18, 8:05 PM - PDG&A: I spoke to Bodhi  
 11/24/18, 8:05 PM - PDG&A: Also told Sahay  
 11/24/18, 8:06 PM - PDG&A: He says don't give data  
 11/24/18, 8:06 PM - PDG&A: Didn't tell him already given  
 11/24/18, 8:06 PM - Romil Ramgaria Barc: Hmm  
 11/24/18, 8:06 PM - Romil Ramgaria Barc: Bodhi agreed to stop?  
 11/24/18, 8:07 PM - PDG&A: He didn't remember anything like this  
 11/24/18, 8:07 PM - PDG&A: Said will check  
 11/24/18, 8:07 PM - Romil Ramgaria Barc: Hmm ok  
 11/24/18, 8:19 PM - Romil Ramgaria Barc: We haven't given the data yet to Gaurav - so all ok  
 11/24/18, 8:19 PM - PDG&A: Gosh  
 11/24/18, 8:20 PM - PDG&A: Good  
 11/24/18, 8:20 PM - PDG&A: Sure?  
 11/24/18, 8:20 PM - Romil Ramgaria Barc: Yes  
 11/24/18, 8:21 PM - PDG&A: I called Sahay to show we are helping them  
 11/24/18, 8:23 PM - Romil Ramgaria Barc: ठीक  
 11/25/18, 3:08 PM - Romil Ramgaria Barc: Do you think I should go to Delhi tomorrow? To meet Sahay?  
 11/25/18, 3:09 PM - PDG&A: Yes better  
 11/25/18, 3:09 PM - Romil Ramgaria Barc: Yeah I am also thinking. Let me check if he is there and will plan  
 11/25/18, 3:09 PM - PDG&A: Yes and let's talk before you meet  
 11/25/18, 3:10 PM - PDG&A: Some things we will put on record in note  
 11/25/18, 3:10 PM - PDG&A: Some has to be verbal  
 11/25/18, 3:10 PM - Romil Ramgaria Barc: Yes ok  
 11/25/18, 3:38 PM - Romil Ramgaria Barc: Sahay said will confirm tomorrow morning only  
 11/25/18, 3:38 PM - Romil Ramgaria Barc: Hence not planning right now  
 11/25/18, 3:38 PM - Romil Ramgaria Barc: We even can't say TAM does this for us - it may get worse?  
 11/25/18, 3:38 PM - PDG&A: Yes  
 11/25/18, 3:39 PM - Romil Ramgaria Barc: Or other angle we can take is we started with different naming conventions but industry forced us to move to TAM  
 11/25/18, 3:39 PM - PDG&A: Yes that we can say  
 11/25/18, 3:39 PM - PDG&A: And hence we followed old convention  
 11/25/18, 3:39 PM - PDG&A: And it's what has been  
 11/25/18, 3:39 PM - Romil Ramgaria Barc: Yes  
 11/25/18, 3:40 PM - PDG&A: But important to show it has come up before but press didn't pick up

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## Chat With Romil Ramgaria

11/25/18, 3:40 PM - Romil Ramgaria Barc: Yes  
 11/25/18, 3:40 PM - PDG&A: So nothing new  
 11/25/18, 6:24 PM - PDG&A: <Media omitted>  
 11/25/18, 9:21 PM - Romil Ramgaria Barc: <Media omitted>  
 11/25/18, 9:21 PM - Romil Ramgaria Barc: Janam round 0 is 256.  
 11/25/18, 9:21 PM - Romil Ramgaria Barc: Genuinely too many people have switched over to janam and it was a big news week last week  
 11/25/18, 9:21 PM - Romil Ramgaria Barc: Should we keep it around 170-180? Or 142 is ok?  
 11/25/18, 9:22 PM - PDG&A: 20% growth like Asianet is max  
 11/25/18, 9:23 PM - Romil Ramgaria Barc: Would suggest let it be 142 then as it was a big frenzy last week - it will be close to no 3 and 4  
 11/25/18, 9:23 PM - Romil Ramgaria Barc: Also people were expecting this week it to overtake Asia net  
 11/25/18, 9:24 PM - Romil Ramgaria Barc: ॐ-ॐ  
 11/25/18, 9:24 PM - PDG&A: Ok  
 11/25/18, 9:24 PM - Romil Ramgaria Barc: Asianet is at 205  
 11/25/18, 9:24 PM - PDG&A: Saw  
 11/25/18, 9:40 PM - PDG&A: Shantanu sent those tables to Sahai?  
 11/25/18, 9:42 PM - Romil Ramgaria Barc: He is just sending it  
 11/25/18, 9:43 PM - Romil Ramgaria Barc: Also the TRAI story we are giving to Gaurav  
 11/25/18, 9:43 PM - PDG&A: Ok  
 11/25/18, 9:43 PM - PDG&A: Will happen?  
 11/25/18, 9:44 PM - Romil Ramgaria Barc: He is excited - he will also speak to few people and DK - it doesn't happen in 2-3 days, we should give it to someone else  
 11/25/18, 9:44 PM - Romil Ramgaria Barc: May be mint or vanita  
 11/25/18, 9:44 PM - PDG&A: Ok  
 11/25/18, 9:44 PM - PDG&A: Vanita wont  
 11/25/18, 9:44 PM - PDG&A: She does features  
 11/25/18, 9:44 PM - Romil Ramgaria Barc: Hmm  
 11/25/18, 9:44 PM - PDG&A: Not news  
 11/26/18, 10:19 AM - Romil Ramgaria Barc: Missed voice call  
 11/26/18, 10:20 AM - Romil Ramgaria Barc: Am taking the 1245 flight to Delhi -  
 11/26/18, 10:20 AM - Romil Ramgaria Barc: Better to go -  
 11/26/18, 10:20 AM - Romil Ramgaria Barc: He may meet around 4  
 11/26/18, 10:20 AM - PDG&A: Ok  
 11/26/18, 10:20 AM - Romil Ramgaria Barc: But will be worst if he wants to meet and am not there  
 11/26/18, 10:21 AM - PDG&A: Yes pls go  
 11/26/18, 10:28 AM - PDG&A: <Media omitted>  
 11/26/18, 12:17 PM - PDG&A: What's the buzz - Sujeet leaving?  
 11/26/18, 12:22 PM - Romil Ramgaria Barc: Yes most likely. But not confirmed. Let me check  
 11/26/18, 12:22 PM - Romil Ramgaria Barc: He didn't attend today's discom na?  
 11/26/18, 1:47 PM - PDG&A: No he didn't  
 11/26/18, 2:28 PM - PDG&A: Tell Sahai we are trying to stop ET further story  
 11/26/18, 2:28 PM - PDG&A: You deleted this message  
 11/26/18, 3:21 PM - PDG&A: Direct them to fire ET than us  
 11/26/18, 3:21 PM - PDG&A: ॐ,,  
 11/26/18, 4:20 PM - Romil Ramgaria Barc: try this [https://youtu.be/pz\\_oCGtwvFY](https://youtu.be/pz_oCGtwvFY)  
 11/26/18, 4:20 PM - Romil Ramgaria Barc: The BJP ad -

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Chat With Romil Ramgaria

11/26/18, 4:20 PM - Romil Ramgaria Barc: This is clearly self promotion  
11/26/18, 4:22 PM - PDGÂ©: Yeah  
11/26/18, 10:21 PM - Romil Ramgaria Barc: <Media omitted>  
11/26/18, 10:21 PM - Romil Ramgaria Barc: Very useful 8Y-  
11/26/18, 10:23 PM - PDGÂ©: 8Y-  
11/26/18, 10:32 PM - Romil Ramgaria Barc: <https://www.republicworld.com/india-news/elections/president-kovind-appoints-mr-sunil-arora-as-new-chief-election-commissioner>  
11/26/18, 10:42 PM - PDGÂ©: This I heard about three months back - we used to meet him if you remember  
11/26/18, 10:42 PM - Romil Ramgaria Barc: Yes  
11/26/18, 10:42 PM - Romil Ramgaria Barc: Complete RSS man I think  
11/26/18, 10:42 PM - PDGÂ©: Yes  
11/26/18, 10:43 PM - Romil Ramgaria Barc: Democracy 8Y-  
11/26/18, 10:43 PM - PDGÂ©: 8Y-8Y-  
11/26/18, 10:44 PM - PDGÂ©: Like our articles8Y-  
11/26/18, 10:44 PM - Romil Ramgaria Barc: Ya absolutely - scary shit but  
11/26/18, 10:48 PM - Romil Ramgaria Barc: Will brief you on something to do with niti aayog tomorrow  
11/26/18, 10:48 PM - Romil Ramgaria Barc: They seem to be quite powerful  
11/26/18, 10:48 PM - Romil Ramgaria Barc: We should figure out an inroad there also  
11/26/18, 10:48 PM - PDGÂ©: Ok  
11/27/18, 10:19 AM - Romil Ramgaria Barc: On Friday many small channels regional and national did protest outside PMO office.. This is for DAVP.. BARC and Cineom.. Will update  
11/27/18, 10:30 AM - PDGÂ©: They mentioned these three names?  
11/27/18, 10:30 AM - Romil Ramgaria Barc: Yes  
11/27/18, 11:20 AM - PDGÂ©: When you talk to Gayatri tell her this is not in the spirit of things we are trying to develop - if legal has so much mistrust in every word every thing  
11/27/18, 11:21 AM - PDGÂ©: We can then ask their legal to draft a fair usage guideline zero based and see if others agree  
11/27/18, 12:34 PM - PDGÂ©: Does the metarule4 team or MA have a list of anomalies that they check for in data  
11/27/18, 12:34 PM - PDGÂ©: Need it for a discussion with Sudhanshu  
11/27/18, 12:39 PM - Romil Ramgaria Barc: Yes ok  
11/27/18, 12:46 PM - Romil Ramgaria Barc: The morcha not covered by anyone  
11/27/18, 12:47 PM - PDGÂ©: hmmm  
11/27/18, 12:47 PM - PDGÂ©: did it actually happen then?  
11/27/18, 12:47 PM - PDGÂ©: may be just a representation  
11/27/18, 12:47 PM - Romil Ramgaria Barc: Yes apparently  
11/27/18, 12:47 PM - Romil Ramgaria Barc: Hmm may be  
11/27/18, 1:07 PM - Romil Ramgaria Barc: It was a silent protest no agitation as such  
11/27/18, 1:07 PM - PDGÂ©: ok  
11/27/18, 1:54 PM - Romil Ramgaria Barc: MediaForum is just n organization organized by the Top Corrupted Advertising Media Officials of Bangladesh! They work with Kantar MRB Bangladesh, which has been selling Audience Datas to Bangladesh Media Companies, TV Channels, Advertisers etc, but their service has always been questionable by their clients, which has become a big concern now! So, Media Forum is trying to bring another agency in Bangladesh to make a fake challenge against MRB Bangladesh!

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## Chat With Romil Ramgaria

11/27/18, 1:54 PM - Romil Ramgaria Barc: Their intention is to prove MRB is correct, so they shud stay. As the Forum is patroned by the Top Advertising Agencies of Bangladesh, they have been dominating their clients having influenced MRB, so MRB doesnt provide real data hence provide influenced data wished by the Advertising Agencies associated with the Forum.

11/27/18, 1:54 PM - Romil Ramgaria Barc: AND the Advertising Agencys' benefit is that they give LOW rates to the Top Programs, but they arent in the Top Programs' list of MRB!!!!!!!!!!!!!!

11/27/18, 1:54 PM - Romil Ramgaria Barc: This is the message I got from My partners

11/27/18, 2:00 PM - Romil Ramgaria Barc: Srinivas Cvl.vcf (file attached)

11/27/18, 5:30 PM - PDGÂ©: I saw the mail from pwc to lodestar

11/27/18, 5:30 PM - PDGÂ©: I get a feeling tam is giving them ad playout data

11/27/18, 5:30 PM - PDGÂ©: Pls check

11/27/18, 5:31 PM - PDGÂ©: Trying to get a copy

11/27/18, 5:35 PM - Romil Ramgaria Barc: Hmm ok

11/28/18, 11:33 AM - PDGÂ©: I think we are heading for some disaster in comms - Seema leaving and Shantanu rocky - and two kids who could be good but not being exposed

11/28/18, 11:33 AM - PDGÂ©: All events whether CII or this Goa one everything ends up with Seema

11/28/18, 11:45 AM - Romil Ramgaria Barc: Spoke to Seema again yesterday. Will chat with you when we meet.

11/28/18, 11:50 AM - PDGÂ©: I have reached

11/28/18, 11:50 AM - PDGÂ©: In 3rd floor

11/28/18, 11:51 AM - Romil Ramgaria Barc: Elbert has reached.

11/28/18, 11:51 AM - Romil Ramgaria Barc: Am 15 min away. Was with a doc

11/28/18, 11:51 AM - Romil Ramgaria Barc: He is with Arnab

11/28/18, 11:51 AM - Romil Ramgaria Barc: Coming down

11/28/18, 11:51 AM - PDGÂ©: K

11/28/18, 11:51 AM - Romil Ramgaria Barc: Dhvani and sumeet are also thrrr in the meeting

11/28/18, 11:58 AM - PDGÂ©: I hope Sumeet is not making the ppt

11/28/18, 11:58 AM - Romil Ramgaria Barc: Elbert

11/28/18, 11:58 AM - PDGÂ©: He can't be used for external face

11/28/18, 2:33 PM - PDGÂ©: <Media omitted>

11/28/18, 2:33 PM - PDGÂ©: Look how LV is being positioned

11/28/18, 2:34 PM - Romil Ramgaria Barc: This thing LV has mastered / must say

11/28/18, 2:34 PM - PDGÂ©: Yes but we have to be better

11/28/18, 2:34 PM - PDGÂ©: Can't just accept

11/28/18, 2:35 PM - PDGÂ©: Even now he can be a pest for us

11/28/18, 2:35 PM - PDGÂ©: After losing 100 percent business in tv

11/28/18, 2:36 PM - PDGÂ©: Our comms team should ideally kill these

11/28/18, 2:49 PM - Romil Ramgaria Barc: <Media omitted>

11/28/18, 2:49 PM - Romil Ramgaria Barc: Week 47 BJP and Congress in top 10...

11/28/18, 2:50 PM - PDGÂ©: 8Y"

11/28/18, 2:51 PM - PDGÂ©: <Media omitted>

11/28/18, 2:51 PM - PDGÂ©: Pwc

11/28/18, 2:52 PM - Romil Ramgaria Barc: Lodestar should take a demo and if possible get one of our folks there -

11/28/18, 2:52 PM - PDGÂ©: Told her

11/28/18, 2:53 PM - Romil Ramgaria Barc: Should I send this to dolly and nick?

11/28/18, 2:53 PM - Romil Ramgaria Barc: That see what they are doing??

11/28/18, 2:54 PM - PDGÂ©: Are we sure it's tam data only?

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Chat With Romil Ramgaria

11/28/18, 2:56 PM - Romil Ramgaria Barc: Looks like. Because we don't have a deal. Unless they are planning to just take the data from lodestar only and built a platform and analytics. But the mail suggests they are also having some data.

11/28/18, 2:57 PM - PDG&: Yes

11/28/18, 3:30 PM - PDG&C: Exclusive: àx...àx"àx"àx- àx•àY† àx¹àx¿àx,àx|àY¿  
àx§àY"àx"àx² àx•àx¿ àx\*àY□àx"àY<àx@àY<, àx"àx¿àx•àY□àx"àY, àxYàx@àY†àx, àxY  
àx«àx¿àx†àx"àx² àx•àY□àxYàY†àxœ àx\*àx"...

<http://www.samachar4media.com/headlines/first-promo-of-republic-bharat-has-been-launched-49263.html>

11/28/18, 3:31 PM - PDGAC: They must be approaching other agencies too

11/28/18, 3:31 PM - PDGAS: Can we go after this and file a case against them

11/28/18, 3:35 PM - Romil Ramgaria Barc: Letâ€™s send a legal letter to them -

11/28/18, 3:50 PM - PDG&: Ok

11/28/18, 3:50 PM - PDG&©: We are given to understand types?

11/28/18, 3:53 PM - Romil Ramgaria Barc: Yes

11/28/18, 3:53 PM - Admil Kamgalla Baic. les  
11/28/18, 4:59 PM - PDG@: So thru a mutual friend - without mentioning my name  
I have reached out to this Sidharth guy

11/28/18, 4:59 PM - PDGAS: The one who heads PR and Comms in TAM

11/28/18, 4:59 PM - Romil Ramgaria Barc: Which sidharth? Viacom?

11/28/18, 4:59 PM - PDGÃ©: Also eikona

11/28/18, 4:59 PM - PDGAS: He is willing to meet and talk

11/28/18, 5:00 PM - Romil Ramgaria Barc: Yes ok

11/28/18, 5:00 PM - PDG&S: He is quite effective and senior guy

11/28/18, 5:00 PM - Romil Ramgaria Barc: Hmm. Yes. And was running the eikono product also for them

11/28/18, 5:00 PM - PDGA@: Yes

11/28/18, 5:01 PM - PDGAS: We can enlarge the role and explore

11/28/18, 5:01 PM - Romil Ramgaria Barc: Yes

11/28/18, 5:01 PM - PDGÂ©: He has been in the industry since long and pretty good reputation

11/28/18, 5:01 PM - Romil Ramgaria Barc: Hmm

11/28/18, 5:01 PM - PDGÅ@: Will break LVs back too

11/28/18, 5:01 PM - Romil Ramgaria Barc: Yeah may be

11/28/18, 5:02 PM - PDG@: Yeah

11/28/18, 5:02 PM - PDGAS: Should we ask Manashi to reach out

11/28/18, 5:02 PM - PDG@: I have his phone number

11/28/18, 5:06 PM - Romil Ramgaria Barc: Yes we can. Ask to meet up and explore

11/28/18, 5:45 PM - Romil Ramgaria Barc: <Media omitted>

11/28/18, 6:56 PM - PDG@: Shashi will help in the tam thing

11/28/18, 6:56 PM - PDGAC: What was Paritosh reaction to your proposal

11/28/18, 6:56 PM - PDGAB: What was Paritosh reaction to your proposal  
11/28/18, 6:57 PM - Romil Ramgaria Barc: He didn't turn up for the meeting -  
calendar mismatch. Meeting tomorrow

11/28/18, 6:57 PM - Romil Ramgaria Barc: putting more pressure?

11/28/18, 6:58 PM - PDG@: Calling PwC to understand

11/28/18, 6:59 PM - Romil Ramgaria Barc: Hmm ok

11/28/18, 6:59 PM - PDGAS: One of our boys can attend the meeting

11/28/18, 6:59 PM - Romil Ramgaria Barc: Yes will be good - can get Dinesh to attend

11/28/18, 7:00 PM - PDGA®: Yes

11/28/18, 8:43 PM - PDG@: Send me the original data

11/28/18, 8:43 PM - PDGAS: Send me the orig  
11/28/18, 8:43 PM - PDGAS: Original content

11/28/18, 8:53 PM - Romil Ramgaria Barc: Yes sending you in a while by tonight - team is compiling it -

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Chat With Romil Ramgaria

11/28/18, 9:59 PM - Romil Ramgaria Barc: <Media omitted>  
11/28/18, 10:19 PM - PDG&: Other genres?  
11/28/18, 10:19 PM - PDG&: Checks done?  
11/28/18, 10:19 PM - PDG&: Can I go by this?  
11/28/18, 11:23 PM - Romil Ramgaria Barc: Number of viewers for Silsila for one episode -

Pre bigg boss launch weeks (w34-37) @2200 hours :  
HSM - 11 Million  
HSM Urban - 7.7 Million

Post Bigg Boss launch weeks (w38-41) @2300 hours :  
HSM - 6.9 Million  
HSM Urban - 5.3 Million

11/28/18, 11:23 PM - Romil Ramgaria Barc: HSM has seen 37% drop whereas Urban sees 32% drop when show was shifted from 22 to 23 hours  
11/28/18, 11:23 PM - Romil Ramgaria Barc: So vs 4.5mn, 7mn on TV. So Voot is not bad!  
11/28/18, 11:28 PM - PDG&: Yeah if figures are right and we are talking apples to apples - our definition of reach vs theirs  
11/28/18, 11:29 PM - Romil Ramgaria Barc: Will be some gap there - but 4.5mn is my sense will be discounted by 20-30%. But still itâ€™s a decent number  
11/28/18, 11:29 PM - PDG&: Yes  
11/28/18, 11:29 PM - Romil Ramgaria Barc: For sidharth or Shantanu we can also look at position of head international  
11/28/18, 11:30 PM - PDG&: Alongside Comms  
11/28/18, 11:31 PM - PDG&: Or even products  
11/28/18, 11:31 PM - PDG&: Advertiser  
11/28/18, 11:31 PM - Romil Ramgaria Barc: If we like sidharth, he can handle comms and some NPD -  
11/28/18, 11:31 PM - Romil Ramgaria Barc: Shantanu can handle regulatory and international  
11/28/18, 11:32 PM - PDG&: Yeah maybe  
11/28/18, 11:31 PM - Romil Ramgaria Barc: Yes - with pancham and all  
11/28/18, 11:32 PM - PDG&: Yes  
11/28/18, 11:32 PM - PDG&: We need to shake up  
11/28/18, 11:32 PM - PDG&: Too much of comfort  
11/28/18, 11:33 PM - PDG&: One year of good work doesn't mean two years of chill  
11/28/18, 11:32 PM - Romil Ramgaria Barc: We would need to focus on insights, international and new product development vociferously /  
11/28/18, 11:33 PM - Romil Ramgaria Barc: And someone needs to drive each of these three pieces  
11/28/18, 11:33 PM - Romil Ramgaria Barc: Else seriousness will not come and we will not be able to achieve much -  
11/28/18, 11:33 PM - Romil Ramgaria Barc: Nothing has really happened in. The last 6-12 months  
11/28/18, 11:33 PM - PDG&: Yes  
11/28/18, 11:33 PM - PDG&: Abso  
11/28/18, 11:34 PM - PDG&: And comms  
11/28/18, 11:35 PM - Romil Ramgaria Barc: We can look at Sidharth for comms and new products, Elbert as head of TV product, Shantanu as head of regulatory and international. Get a new head of partnerships and head west.  
11/28/18, 11:35 PM - Romil Ramgaria Barc: Letâ€™s May be think and sleep over it

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## Chat With Romil Ramgaria

11/28/18, 11:36 PM - PDG@: Yes  
 11/29/18, 11:15 AM - PDG@: Knowing Kantar we should keep options open  
 11/29/18, 11:15 AM - PDG@: Suggest speak to ipsos  
 11/29/18, 11:36 AM - PDG@: <https://www.beximco.com/>  
 11/29/18, 11:36 AM - PDG@: Sumo works here now  
 11/29/18, 11:36 AM - Romil Ramgaria Barc: They have a channel there - beximco is big there  
 11/29/18, 11:49 AM - PDG@: Yes could be inflyencer  
 11/29/18, 1:38 PM - PDG@: Have we spoken to KCCL for return path?  
 11/29/18, 1:38 PM - PDG@: Shaji mathews?  
 11/29/18, 1:38 PM - PDG@: Ex gtpl  
 11/29/18, 1:38 PM - Romil Ramgaria Barc: I don't think so  
 11/29/18, 2:11 PM - Romil Ramgaria Barc: <Media omitted>  
 11/29/18, 2:13 PM - PDG@: So includes regional gec? What about regional news?  
 11/29/18, 2:13 PM - PDG@: Which table should I read - confused  
 11/29/18, 2:14 PM - Romil Ramgaria Barc: That is not there - the above table. 3265 hours per week  
 11/29/18, 2:20 PM - PDG@: Gec 48 channels?  
 11/29/18, 2:20 PM - PDG@: Is that correct  
 11/29/18, 2:20 PM - PDG@: Hindi plus regionals  
 11/29/18, 2:20 PM - PDG@: ?  
 11/29/18, 2:20 PM - Romil Ramgaria Barc: Yes across regionals who have originals - many GECs don't have originals including all FTA channels  
 11/29/18, 2:21 PM - PDG@: Ok  
 11/29/18, 5:35 PM - PDG@: Should I meet the reality mine people?  
 11/29/18, 5:35 PM - PDG@: How senior are they?  
 11/29/18, 5:36 PM - PDG@: Can we look at a strategic tie-up than a supplier deal  
 11/29/18, 5:36 PM - PDG@: For long term interest  
 11/29/18, 5:36 PM - Romil Ramgaria Barc: If you want an understanding - else you can skip / first meeting with them  
 11/29/18, 5:36 PM - Romil Ramgaria Barc: Yes / that's the thought  
 11/29/18, 5:36 PM - Romil Ramgaria Barc: A partnership rather than agreement  
 11/29/18, 5:36 PM - PDG@: Unless it's a senior guy it may not be right for me to meet them.  
 11/29/18, 5:37 PM - PDG@: At this stage  
 11/29/18, 9:02 PM - Romil Ramgaria Barc: W48 - Launch Numbers

## Zee TV :

\*Manmohini\* (Tue : 1930) : \*2.04\*  
 (slot viewership is up by 54%; growth is across the markets.  
 Gujarat increases the most by 80%  
 Mah/Goa, Delhi, Up, Rajasthan has increased between 65-75%  
 Mumbai, Mp, West Bengal is up by 50-55%)

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## Sony TV :

\*KBC - GF\* (Mon : 2100) : \*2.46\*  
 (During last year, finale episode of KBC rated 2.14 (Mon) & 1.66 (Tue) But the start time of finale was shifted to 1930 hours)

\*Patiala Babes\* (Tue : 2100) : \*1.02\*

\*Ladies Special\* (Tue : 2130) : \*0.99\*

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## Chat With Romil Ramgaria

11/29/18, 9:02 PM - Romil Ramgaria Barc: Indian Idol on Saturday rated 3.3 - highest of this season  
 They had special episode with the star cast of Taarak Mehta Ka Ooltah Chashmah  
 11/29/18, 9:11 PM - PDG&A: The zee one - in Gujarat such a rise? Any content flavour?  
 11/29/18, 9:11 PM - PDG&A: Remind me to talk to you on NTO and Amazon  
 11/29/18, 9:36 PM - Romil Ramgaria Barc: Across markets it has risen  
 11/29/18, 9:36 PM - Romil Ramgaria Barc: Gujarat little more  
 11/30/18, 11:20 AM - Romil Ramgaria Barc: Will chat with you on in-house BI (outsources, same team, timelines etc) and gujarat.  
 11/30/18, 11:20 AM - Romil Ramgaria Barc: Am in Trivandrum on Monday and Tuesday. Meeting John brittas and Mathrubhumi  
 11/30/18, 11:32 AM - PDG&A: Ok  
 11/30/18, 11:33 AM - PDG&A: Meet Asianet for RPD  
 11/30/18, 11:33 AM - PDG&A: Giving their in house channel rating should be attractive  
 11/30/18, 11:33 AM - Romil Ramgaria Barc: Hmm ok  
 11/30/18, 12:17 PM - Romil Ramgaria Barc: <Media omitted>  
 11/30/18, 12:18 PM - PDG&A: And not mentioning many cases under investigation - verbalize this  
 11/30/18, 12:20 PM - Romil Ramgaria Barc: Ok  
 11/30/18, 1:41 PM - Romil Ramgaria Barc: After refusal at 55 for the IT refund they have come back with 30. Have refused that also and told 20 last  
 11/30/18, 1:41 PM - PDG&A: ok  
 11/30/18, 1:41 PM - PDG&A: your call  
 11/30/18, 1:41 PM - PDG&A: but they will ask this every year  
 11/30/18, 1:42 PM - Romil Ramgaria Barc: It's a large refund this time and hence  
 11/30/18, 1:42 PM - PDG&A: ok  
 11/30/18, 1:42 PM - Romil Ramgaria Barc: And also the revenue deferment entry  
 11/30/18, 1:42 PM - PDG&A: yes  
 11/30/18, 2:06 PM - Romil Ramgaria Barc: LV also there at football forum today  
 11/30/18, 2:06 PM - Romil Ramgaria Barc: Said future is digital and TV  
 11/30/18, 2:06 PM - Romil Ramgaria Barc: He also mentioned some findings (qualitative) that kids start with the digital platform.  
 11/30/18, 2:06 PM - Romil Ramgaria Barc: Pushing digital in a big way  
 11/30/18, 2:06 PM - PDG&A: 8Y-  
 11/30/18, 2:06 PM - Romil Ramgaria Barc: Digital and NOT TV  
 11/30/18, 2:07 PM - Romil Ramgaria Barc: He is there everywhere.  
 11/30/18, 2:07 PM - PDG&A: you are speaking na?  
 11/30/18, 2:07 PM - Romil Ramgaria Barc: Elbert  
 11/30/18, 2:07 PM - Romil Ramgaria Barc: Am On my way! To Chennai  
 11/30/18, 2:07 PM - PDG&A: ask elbert to go aggro with numbers and take on previous speaker  
 11/30/18, 2:07 PM - PDG&A: numbers say digital plus TV  
 11/30/18, 2:08 PM - PDG&A: yes forgot  
 11/30/18, 2:08 PM - PDG&A: thats why we should plug off his good guys  
 11/30/18, 2:08 PM - PDG&A: he has equity - which we cant do anything about - but plugging his Siddharth etc will weaken him  
 11/30/18, 2:10 PM - Romil Ramgaria Barc: He has three key guys - Nitin, sidharth and Amit (finance PR and legal)  
 11/30/18, 2:10 PM - Romil Ramgaria Barc: We should break all three either directly or indirectly  
 11/30/18, 2:10 PM - PDG&A: yes

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Chat With Romil Ramgaria

11/30/18, 2:10 PM - PDG&@: and LV as well  
11/30/18, 2:10 PM - PDG&@: nielsen is putting pressure  
11/30/18, 2:11 PM - PDG&@: lets think how else  
11/30/18, 2:11 PM - Romil Ramgaria Barc: Apart from the baroda ops  
11/30/18, 2:11 PM - PDG&@: let that remain intact - works for us  
11/30/18, 2:11 PM - PDG&@: what could be the reason Kantar supports LV  
11/30/18, 2:11 PM - PDG&@: can we pick up any dirt  
11/30/18, 2:12 PM - Romil Ramgaria Barc: The only think is small channel monitoring - let me check  
11/30/18, 2:13 PM - Romil Ramgaria Barc: May be the monitoring data that they give has some issues  
11/30/18, 2:13 PM - PDG&@: can we monitor some of them in tabsons and actually check  
11/30/18, 2:13 PM - PDG&@: all these bansal news types  
11/30/18, 2:14 PM - PDG&@: we should have videos to prove too  
11/30/18, 2:15 PM - Romil Ramgaria Barc: Will get an audit and sample check done on small channels  
11/30/18, 2:16 PM - Romil Ramgaria Barc: Somewhere else  
11/30/18, 2:16 PM - PDG&@: yes but who  
11/30/18, 2:16 PM - Romil Ramgaria Barc: Have many people  
11/30/18, 2:22 PM - PDG&@: Let's initiate asap  
11/30/18, 2:22 PM - Romil Ramgaria Barc: Briefed and will initiate ASAP  
11/30/18, 2:22 PM - PDG&@: But its Kantar who is stalling not Group M  
11/30/18, 2:22 PM - PDG&@: what could be the motive  
11/30/18, 2:22 PM - PDG&@: or is it coming from top  
11/30/18, 2:23 PM - Romil Ramgaria Barc: He is close to Eric and Andy also - and people know that  
11/30/18, 2:23 PM - Romil Ramgaria Barc: Also he was pipped to have a senior role in kantar one which never happened  
11/30/18, 2:24 PM - Romil Ramgaria Barc: Ideally he should be heading IMRB in India  
11/30/18, 2:24 PM - Romil Ramgaria Barc: Then priti  
11/30/18, 2:24 PM - Romil Ramgaria Barc: Can't fathom why they are so stuck  
11/30/18, 2:24 PM - PDG&@: yeah  
11/30/18, 2:26 PM - PDG&@: Also let's cultivate Mukesh  
11/30/18, 2:26 PM - PDG&@: Good guy to have on our side  
11/30/18, 2:26 PM - PDG&@: And in these MNCs the CFO is very powerful  
11/30/18, 4:11 PM - Romil Ramgaria Barc: Yes absolutely  
11/30/18, 5:17 PM - PDG&@: You can ask Aditya if Rajan would like to meet Julian  
11/30/18, 5:18 PM - PDG&@: The French thing could be seeded in their head  
11/30/18, 5:18 PM - PDG&@: If not Rajan Adi and say Vikas should  
11/30/18, 5:21 PM - Romil Ramgaria Barc: Let me check. Only issue they are in Mumbai. Let me check if they are in Delhi that time  
11/30/18, 5:26 PM - PDG&@: Vikas in Delhi na  
11/30/18, 5:27 PM - PDG&@: Adi keeps going to gurgaon  
11/30/18, 5:27 PM - PDG&@: You want me to talk to him?  
11/30/18, 5:27 PM - Romil Ramgaria Barc: Have messaged adi  
11/30/18, 5:27 PM - PDG&@: Ok  
11/30/18, 5:27 PM - PDG&@: Position it saying it will be a good thing for you guys to know what's happening  
11/30/18, 5:27 PM - PDG&@: Ideally Rajan  
11/30/18, 5:27 PM - PDG&@: Should hear  
11/30/18, 5:28 PM - Romil Ramgaria Barc: Done that  
11/30/18, 5:28 PM - Romil Ramgaria Barc: He just responded

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## Chat With Romil Ramgaria

11/30/18, 5:28 PM - Romil Ramgaria Barc: They are away on annual offsite from 5th to 7th

11/30/18, 5:28 PM - PDG&O: Oops

11/30/18, 5:29 PM - Romil Ramgaria Barc: <Media omitted>

11/30/18, 5:29 PM - PDG&O: Does meeting Sandeep Bhushan make any sense?

11/30/18, 5:29 PM - Romil Ramgaria Barc: Yeah it will be good - we should keep engaged with them

11/30/18, 5:29 PM - Romil Ramgaria Barc: Anamika is trying to fix with coke

11/30/18, 5:29 PM - Romil Ramgaria Barc: RB not available

11/30/18, 5:29 PM - PDG&O: Yes - other day Ajit was asking

11/30/18, 5:29 PM - PDG&O: Ok

11/30/18, 5:30 PM - PDG&O: Yes we have not met new come cmo

11/30/18, 5:30 PM - Romil Ramgaria Barc: About what? Ajit Mohan?

11/30/18, 5:30 PM - PDG&O: Yes about what's FBs position on our measurement

11/30/18, 6:37 PM - PDG&O: Call me on the book thing when you get free

11/30/18, 8:09 PM - PDG&O: We didn't change some wording for the top brands thing? We can't do wrong disclosure

12/3/18, 10:27 AM - Romil Ramgaria Barc: Brand: A company's Identity in terms of what commercial products and services it offers. It may refer to a name, design, symbol, or any other feature that identifies the product or service as distinct from those of other sellers.

12/3/18, 10:27 AM - Romil Ramgaria Barc: Advertiser: A group/entity/organization with commercial interest that disseminates messages about a particular brand with the aim of influencing purchase decisions for the products and services represented by the brand.

12/3/18, 11:59 AM - Romil Ramgaria Barc: We have to release the three week ratings of India news v6 and TV9 to court tomorrow. Of 2016

12/3/18, 12:14 PM - PDG&O: Ok

12/3/18, 12:15 PM - PDG&O: This has been inserted?

12/3/18, 12:15 PM - Romil Ramgaria Barc: No - in couple of hours. It needs some coding on the website

12/3/18, 12:15 PM - Romil Ramgaria Barc: Not a simple text insertion

12/3/18, 12:15 PM - PDG&O: Ok

12/3/18, 12:16 PM - PDG&O: Should be tucked in

12/3/18, 12:16 PM - PDG&O: In an obscure place

12/3/18, 12:16 PM - Romil Ramgaria Barc: Yes glossary

12/3/18, 12:59 PM - PDG&O: When you get free let's talk on impact of NTO on our sampling

12/3/18, 2:54 PM - Romil Ramgaria Barc: Yes ok. U free to talk now or after the session?

12/3/18, 2:56 PM - PDG&O: Can talk now

12/3/18, 3:04 PM - Romil Ramgaria Barc: <https://www.barcindia.co.in/glossary-terms.aspx>

12/3/18, 3:04 PM - Romil Ramgaria Barc: Updated

12/3/18, 3:20 PM - PDG&O: Shashi sir is ok

12/3/18, 3:20 PM - PDG&O: Pls draft a note to be sent to Techcomm members

12/3/18, 3:29 PM - PDG&O: <Media omitted>

12/3/18, 3:29 PM - PDG&O: <Media omitted>

12/3/18, 3:29 PM - PDG&O: Ok to share with Zee?

12/3/18, 3:36 PM - PDG&O: Check mail too

12/3/18, 6:07 PM - Romil Ramgaria Barc: yes ok -

12/3/18, 6:07 PM - Romil Ramgaria Barc: venkat called -

12/3/18, 6:07 PM - Romil Ramgaria Barc: have given him a heads up

12/3/18, 6:07 PM - Romil Ramgaria Barc: didnt share anything

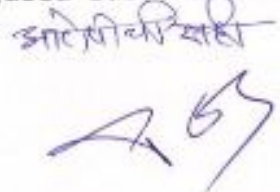
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## Chat With Romil Ramgaria

12/3/18, 6:07 PM - Romil Ramgaria Barc: have told him very low on reach/coverage  
 12/3/18, 6:07 PM - Romil Ramgaria Barc: sampling is very poor -  
 12/3/18, 6:07 PM - PDG&C: Ok  
 12/3/18, 6:08 PM - PDG&C: Should we share?  
 12/3/18, 6:08 PM - Romil Ramgaria Barc: not with other channels  
 12/3/18, 6:08 PM - PDG&C: Yes  
 12/3/18, 6:08 PM - Romil Ramgaria Barc: may be will share their ratings  
 12/3/18, 6:08 PM - Romil Ramgaria Barc: the second table  
 12/3/18, 6:08 PM - PDG&C: Second table  
 12/3/18, 6:08 PM - PDG&C: Yes  
 12/3/18, 6:08 PM - PDG&C: You share  
 12/3/18, 6:08 PM - Romil Ramgaria Barc: we normally dont give day by day to the channels  
 12/3/18, 6:08 PM - PDG&C: I will tell him you will  
 12/3/18, 6:09 PM - PDG&C: Oh ok  
 12/3/18, 6:09 PM - PDG&C: no harm to give them  
 12/3/18, 6:09 PM - Romil Ramgaria Barc: and that too we share on thursday only when the data releases  
 12/3/18, 6:09 PM - PDG&C: Ok  
 12/3/18, 6:09 PM - PDG&C: Will tell him to wait for the week  
 12/3/18, 6:09 PM - Romil Ramgaria Barc: i have told him verbally - so think will not share  
 12/3/18, 6:09 PM - Romil Ramgaria Barc: if PG or PM asks you, then lets share  
 12/3/18, 6:09 PM - PDG&C: Ok  
 12/3/18, 6:10 PM - Romil Ramgaria Barc: we will help him verbally with the data  
 12/3/18, 6:10 PM - PDG&C: Ok  
 12/3/18, 9:10 PM - PDG&C: <https://www.exchange4media.com/media-others-news/trai-issues-consultation-paper-on-review-of-television-audience-measurement-and-ratings-93248.html>  
 12/3/18, 9:10 PM - PDG&C: See  
 12/3/18, 9:10 PM - PDG&C: People can give negative twist  
 12/3/18, 9:10 PM - Romil Ramgaria Barc: Yes saw that - but last comment is being pushed -  
 12/3/18, 9:10 PM - PDG&C: We need to push hard  
 12/3/18, 9:10 PM - Romil Ramgaria Barc: Even tvnews4u has carried with negative twist  
 12/3/18, 9:11 PM - Romil Ramgaria Barc: Pushing to add the story  
 12/3/18, 9:11 PM - PDG&C: Tell Shantanu he is failing if he can't plug this  
 12/3/18, 9:11 PM - Romil Ramgaria Barc: But our part has been carried in e4m article -  
 12/3/18, 9:12 PM - Romil Ramgaria Barc: Apparently TRAI has pulled down landing page from website  
 12/3/18, 9:12 PM - Romil Ramgaria Barc: It's not visible  
 12/3/18, 9:12 PM - PDG&C: Hardly romil  
 12/3/18, 9:12 PM - PDG&C: Read it  
 12/3/18, 9:12 PM - PDG&C: It's too subtle  
 12/3/18, 9:14 PM - Romil Ramgaria Barc: Hmm  
 12/3/18, 9:57 PM - PDG&C: Maybe Julian should meet Debkumar  
 12/3/18, 10:22 PM - Romil Ramgaria Barc: Yes good idea. Let me fix it  
 12/3/18, 10:59 PM - Romil Ramgaria Barc: <https://tvnews4u.com/trai-releases-consultation-paper-review-television-audience-measurement-ratings-india/>  
 12/3/18, 10:59 PM - Romil Ramgaria Barc: He has Removed words concerning "Neutrality and Reliability" of the existing ratings system.  
 12/3/18, 10:59 PM - Romil Ramgaria Barc: And also edited the last para

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## Chat With Romil Ramgaria

12/3/18, 11:02 PM - Romil Ramgaria Barc: Sir - 12th dinner is with family. Can we do lunch on 12th? Or dinner some other day?

12/4/18, 8:07 AM - PDG&C: We can do an evening get together not dinner

12/4/18, 8:28 AM - Romil Ramgaria Barc: Ok

12/4/18, 1:55 PM - PDG&C: Why is Varun Kohli of ITV reaching out to me thru Mubin and not our Partnership team?

12/4/18, 1:55 PM - PDG&C: Do they not know him well

12/4/18, 1:56 PM - Romil Ramgaria Barc: ITV is trying to reach out through everyone. Shantanu also had met the editor earlier. They want to meet up as they feel we are cutting their numbers etc

12/4/18, 1:57 PM - Romil Ramgaria Barc: Separately they have given instructions to lawyers to not go slow on the case and press hard for defamation

12/4/18, 1:57 PM - PDG&C: Ok

12/4/18, 1:57 PM - Romil Ramgaria Barc: Where V6 and TV9 wanted to withdraw but being common lawyers they are also going ahead

12/4/18, 1:57 PM - PDG&C: But I find it strange that Mubin is in circulation more than our team

12/4/18, 1:57 PM - Romil Ramgaria Barc: We have asked to discuss offline with v6 and TV9 if they withdraw will be better

12/4/18, 1:58 PM - Romil Ramgaria Barc: Did mubin reach out to you?

12/4/18, 1:58 PM - Romil Ramgaria Barc: Or Varun?

12/4/18, 1:58 PM - PDG&C: What are our lawyers saying - it will go on forever?

12/4/18, 1:58 PM - PDG&C: We can be firm then

12/4/18, 1:58 PM - Romil Ramgaria Barc: It will - for another 2-3 years minimum

12/4/18, 1:58 PM - PDG&C: Mubin

12/4/18, 1:58 PM - Romil Ramgaria Barc: Since itâ€™s asking for damages

12/4/18, 1:59 PM - PDG&C: Hi Partho. Varun Kohli, Group CEO, ITV Network wanted to meet you. Have sent the following message to Nitika...

Hi Nitika! Mr. Varun Kohli, Group CEO, ITV Network, is in Mumbai on Thursday and would like to have a 15 minute courtesy meeting with Partho. Can you please check and co-ordinate with him if it is possible? His number is +91 98104 06791.

12/4/18, 1:59 PM - Romil Ramgaria Barc: Ok

12/4/18, 1:59 PM - Romil Ramgaria Barc: Are you free - wanted to chat on John brittas meeting

12/4/18, 2:00 PM - PDG&C: Let me get into car in 15 min

12/4/18, 2:00 PM - PDG&C: Just out of flight

12/4/18, 2:00 PM - Romil Ramgaria Barc: Ok

12/4/18, 5:10 PM - Romil Ramgaria Barc: I have switched off the gain theory license since last 4/5 days. They have called to activate

12/4/18, 5:11 PM - Romil Ramgaria Barc: They havenâ€™t paid us anything. They are not using the data responsibly and have made loose comments on outlier mechanism. Also they made a comment in advertiser meeting that we cannot do something which they can. Further IMRB doesnâ€™t help us on any data requests and doesnâ€™t work like partners. Letâ€™s be tough.

12/4/18, 5:11 PM - Romil Ramgaria Barc: These are the points in case someone calls up etc

12/4/18, 5:12 PM - PDG&C: Ok

12/4/18, 5:12 PM - PDG&C: But keep an official mail ready

12/4/18, 5:12 PM - PDG&C: I think we should take it up officially too

12/4/18, 5:12 PM - PDG&C: And insist they sign the agreement

12/4/18, 5:13 PM - PDG&C: You mean the MG they haven't paid?

12/4/18, 5:15 PM - PDG&C: Do you know who made the comment on outliers

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## Chat With Romil Ramgaria

12/4/18, 5:16 PM - Romil Ramgaria Barc: Officially is on the premise agreement is not signed up. We have made the agreement strict

12/4/18, 5:16 PM - Romil Ramgaria Barc: Yes

12/4/18, 5:16 PM - PDGAC: So send a mail saying no payment and agreement to be signed

12/4/18, 5:17 PM - Romil Ramgaria Barc: Don't know. But must be hemant only. He also made a comment in the Mondelez meeting that this we can do and you don't need BARC

12/4/18, 5:20 PM - Romil Ramgaria Barc: Today. Interim applications filed by all three broadcasters will be disposed off, once they receive detailed ratings from us. Court has given time until this friday to submit detailed rating.

TV 9 is withdrawing main case.

India News counsel said, they will ask their client to settle.

V6 wants to proceed with the main case.

12/4/18, 5:22 PM - PDGAC: Ok

12/5/18, 1:34 PM - PDGAC: Is it a good idea to make say BMI and mxm write - why Measurement should not be given to foreign players

12/5/18, 1:39 PM - Romil Ramgaria Barc: Isn't this dead now / I think we should ask them to write on how credit rating agencies are this is different. Some dumb guy has made a comparison which is flawed

12/5/18, 1:43 PM - PDGAC: that also

12/5/18, 1:43 PM - PDGAC: this is with a view on board meeting

12/5/18, 2:22 PM - Romil Ramgaria Barc: Yes, he will be there. Also he may want to spend some time with your Operations

12/5/18, 2:22 PM - Romil Ramgaria Barc: I asked Vempati's chap if he was going to attend board meeting...his reply?

12/5/18, 2:26 PM - PDGAC: Ok

12/6/18, 1:45 PM - Romil Ramgaria Barc: TRAI points - will discuss - Increase in panel, funding from govt, radio measurement,

12/6/18, 4:16 PM - PDGAC: We have to think and suggest which auditor for IBF

12/6/18, 4:16 PM - PDGAC: Apparently it was Rohit Gupta and Rajat Sharma led request

12/6/18, 4:16 PM - Romil Ramgaria Barc: Hmm

12/6/18, 4:17 PM - PDGAC: I have told giving to Indians is dicey since things can leak and they do see a lot of details

12/6/18, 4:17 PM - PDGAC: So which firangi one

12/6/18, 4:17 PM - PDGAC: Unofficially we can guide them on scope too

12/6/18, 4:17 PM - Romil Ramgaria Barc: CESP is the only one then - or independents like Robert Rudd - EY Florida avoidable

12/6/18, 4:18 PM - PDGAC: Yes and we can control them

12/6/18, 4:18 PM - Romil Ramgaria Barc: Yes absolutely -

12/6/18, 4:18 PM - PDGAC: Let's think thru pros and cons and how we present each one of them to IBF/Punit

12/6/18, 4:19 PM - PDGAC: Best to guide them to CESP

12/6/18, 4:19 PM - PDGAC: I told him since EY Florida uses indian manpower it's not safe

12/6/18, 4:19 PM - Romil Ramgaria Barc: I also think so - since they have seen the system will be little more controllable

12/6/18, 4:20 PM - Romil Ramgaria Barc: Yes

12/6/18, 4:20 PM - Romil Ramgaria Barc: Pheru is dicey

12/6/18, 4:20 PM - PDGAC: Abso

12/6/18, 4:20 PM - Romil Ramgaria Barc: He can roll where the butter is the most

12/6/18, 4:20 PM - PDGAC: Anyone who speaks too much

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*[Handwritten signatures and initials]*



Chat With Romil Ramgaria

12/6/18, 4:20 PM - PDG&C: Abso  
12/6/18, 4:20 PM - Romil Ramgaria Barc: Yeah right  
12/6/18, 7:57 PM - PDG&C: <Media omitted>  
12/6/18, 7:58 PM - PDG&C: You should stop this guy and our other friend getting platforms like these  
12/6/18, 7:59 PM - PDG&C: Like people quote zapper even this guy can become a talking point  
12/6/18, 7:59 PM - PDG&C: He already talks about sample and how many towns  
12/6/18, 7:59 PM - PDG&C: He is putting out small discussion videos on FB etc  
12/6/18, 8:00 PM - PDG&C: He is ambitious and just needs one big backer like zapper found NDTV and then Star  
12/6/18, 8:00 PM - PDG&C: We should throttle before it's late  
12/6/18, 8:00 PM - Romil Ramgaria Barc: I saw this. Have asked for his presentation  
12/6/18, 8:01 PM - Romil Ramgaria Barc: From tvnews4u /  
12/6/18, 8:01 PM - PDG&C: Hmmm  
12/6/18, 8:01 PM - Romil Ramgaria Barc: Star is completely against him - they don't even subscribe / he is trying to get business from political parties etc  
12/6/18, 8:01 PM - Romil Ramgaria Barc: Trying to be ambitious there are  
12/6/18, 8:01 PM - PDG&C: But can't we tell tvnews4u - we won't patronize if any other company in our space is being promoted  
12/6/18, 8:02 PM - Romil Ramgaria Barc: Have been very about LV with them - that's why he wasn't there - will start doing for Pankaj also  
12/6/18, 8:02 PM - Romil Ramgaria Barc: But his image is not great as LV has  
12/6/18, 8:02 PM - PDG&C: In multiple places we have to do it  
12/6/18, 8:02 PM - Romil Ramgaria Barc: He is looked also as a jugadu types  
12/6/18, 8:03 PM - Romil Ramgaria Barc: Yes  
12/7/18, 9:53 AM - PDG&C: On the issue of ratings not to be put out from Jan - we have to make sure we record in board that our billing wont stop  
12/7/18, 9:53 AM - PDG&C: Pls remember to point out  
12/7/18, 9:53 AM - Romil Ramgaria Barc: Yes ok  
12/7/18, 9:54 AM - PDG&C: Going by trais new thing to SC yesterday this saga will go on  
12/7/18, 9:56 AM - Romil Ramgaria Barc: Yes  
12/7/18, 10:01 AM - Romil Ramgaria Barc: He clarified in the TRAI open house that in their understanding 15% cap is removed. And now this -  
12/7/18, 10:01 AM - PDG&C: I hope Gupta is not digging his grave  
12/7/18, 10:02 AM - PDG&C: Did you find out? Trai was without secretary which period  
12/7/18, 10:02 AM - Romil Ramgaria Barc: Yes finding out  
12/7/18, 10:10 AM - PDG&C: These IWM guys - i think they should not put out these mailers so early announcing the speakers  
12/7/18, 10:10 AM - PDG&C: Ajay Bhanwalkar etc  
12/7/18, 10:10 AM - PDG&C: Some such names and whatever chances I have with Punit and Sanjay - will go  
12/7/18, 10:11 AM - PDG&C: Somebody in their team will tell them that other speakers are very junior  
12/7/18, 10:26 AM - PDG&C: Remind me to speak to you on LV RPD and GTPL and DEN  
12/7/18, 11:00 AM - PDG&C: Also WPP Government  
12/7/18, 12:08 PM - Romil Ramgaria Barc: Ok  
12/7/18, 12:13 PM - PDG&C: Pls send Gauravjeet the trai consultation documents  
12/7/18, 12:13 PM - Romil Ramgaria Barc: Ok  
12/7/18, 12:14 PM - PDG&C: Also lets call for a core Techcomm meeting on 17th pre board meeting

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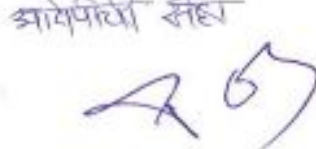
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Chat With Romil Ramgaria

12/7/18, 12:14 PM - Romil Ramgaria Barc: Sent  
 12/7/18, 12:15 PM - Romil Ramgaria Barc: Board meeting on 18th?  
 12/7/18, 12:15 PM - PDG&O: Let's see - mostly 17th  
 12/7/18, 12:15 PM - Romil Ramgaria Barc: Will fix tech com once we have alignment on board date and time  
 12/7/18, 12:16 PM - PDG&O: You me and three Techcomm members  
 12/7/18, 12:16 PM - Romil Ramgaria Barc: Yes ok  
 12/7/18, 12:17 PM - Romil Ramgaria Barc: Will discuss this and ITV meeting also  
 12/7/18, 3:45 PM - PDG&O: Pls send a reminder to Shashi on that mail to Techcomm on NTO  
 12/7/18, 3:52 PM - Romil Ramgaria Barc: Shashi is ok. Will get the mail sent  
 12/7/18, 3:54 PM - Romil Ramgaria Barc: Am not finding the mail which you had sent to Shashi. Can you please reforward sir  
 12/7/18, 3:54 PM - PDG&O: Checking  
 12/8/18, 10:56 AM - PDG&O: Has someone checked the OTT CP?  
 12/8/18, 10:57 AM - PDG&O: Of TRAI?  
 12/8/18, 10:57 AM - PDG&O: Can you ask someone to mail us the gist  
 12/8/18, 10:57 AM - PDG&O: To decide if we need to butt in anywhere  
 12/8/18, 11:31 AM - Romil Ramgaria Barc: Yes ok. But it&O's on calling apps like Skype WhatsApp from telecom perspective and not on video  
 12/8/18, 11:31 AM - Romil Ramgaria Barc: But will get it checked  
 12/9/18, 8:25 AM - PDG&O: When can I expect the scope of audit??  
 12/9/18, 8:45 AM - PDG&O: Need by this evening - Punit in some kind of hurry  
 12/9/18, 8:58 AM - Romil Ramgaria Barc: Yes. Will send by 1pm or so  
 12/9/18, 8:59 AM - PDG&O: Ok  
 12/9/18, 9:00 AM - PDG&O: Pls be cautious the word document should not show barc imprint  
 12/9/18, 9:00 AM - Romil Ramgaria Barc: Will get it changed once we agree on the scope  
 12/9/18, 9:00 AM - PDG&O: So ideally to be created in word with a non barc license  
 12/9/18, 10:58 AM - PDG&O: Has Robert Ruud and co done some audits ?  
 12/9/18, 10:59 AM - PDG&O: We can then give CESP, Robert Ruud and EY Florida - insisting they do only with US staff thereby making it stupendously expensive  
 12/9/18, 11:00 AM - PDG&O: We should mention that it should be audited with BARC DOM as base and not any other like MRC standards which may not wholly be capturing indian practices  
 12/9/18, 1:50 PM - Romil Ramgaria Barc: they keep on doing this only all the time  
 12/9/18, 1:51 PM - Romil Ramgaria Barc: have sent you the scope  
 12/9/18, 1:55 PM - PDG&O: Ok  
 12/9/18, 2:20 PM - Romil Ramgaria Barc: Did you see Gaurav&O's mail - don&O't think we should respond na?  
 12/9/18, 2:27 PM - PDG&O: No will see  
 12/9/18, 2:28 PM - PDG&O: On audit send it to my Gmail - also the contact people coordinates of all three agencies  
 12/9/18, 2:28 PM - Romil Ramgaria Barc: Ok  
 12/9/18, 2:28 PM - Romil Ramgaria Barc: In a while.  
 12/9/18, 2:31 PM - PDG&O: No don't respond  
 12/9/18, 2:32 PM - PDG&O: They should ask IBF and AAAI why us  
 12/9/18, 2:40 PM - Romil Ramgaria Barc: Yes ok  
 12/9/18, 4:18 PM - PDG&O: What will be your estimate of English Hindi and language news business  
 12/9/18, 4:28 PM - Romil Ramgaria Barc: Around 2500

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## Chat With Romil Ramgaria

12/9/18, 4:42 PM - PDG&: Breakup?  
 12/9/18, 4:42 PM - Romil Ramgaria Barc: Roughly 1500-1700 Hindi and 800-1000 English (am including business)  
 12/9/18, 4:44 PM - PDG&: Language?  
 12/9/18, 4:46 PM - Romil Ramgaria Barc: Regional?  
 12/9/18, 4:46 PM - PDG&: Yes  
 12/9/18, 4:49 PM - Romil Ramgaria Barc: Around 1500  
 12/9/18, 4:49 PM - PDG&: K  
 12/9/18, 5:02 PM - PDG&: Any fundamental reason why we are not sharing break ratings but otherwise? For tbr channels?  
 12/9/18, 5:16 PM - Romil Ramgaria Barc: it's not released in the market and cannot be used for trading  
 12/9/18, 5:16 PM - Romil Ramgaria Barc: Else allow us to release to the market -  
 12/9/18, 5:25 PM - PDG&: Playing the devil - then why are you giving us programme ratings  
 12/9/18, 5:26 PM - PDG&: At least tell us roughly what percentage drop  
 12/9/18, 5:26 PM - PDG&: In break vs program  
 12/9/18, 5:26 PM - Romil Ramgaria Barc: We don't. We just give overall channel ratings  
 12/9/18, 5:27 PM - PDG&: Hmmm ok  
 12/9/18, 5:27 PM - Romil Ramgaria Barc: Program wise specifically only when they request and only to big channels  
 12/9/18, 5:27 PM - Romil Ramgaria Barc: As per policy we aren't suppose to share it  
 12/9/18, 5:27 PM - PDG&: So to sony BBC earth we did right?  
 12/9/18, 5:27 PM - Romil Ramgaria Barc: They are asking commercial ratings for sony Marathi  
 12/9/18, 5:28 PM - Romil Ramgaria Barc: To sony Marathi we did share program wise numbers  
 12/9/18, 5:28 PM - PDG&: Yes but in sony BBC earth launch also such things came up  
 12/9/18, 6:41 PM - PDG&: Am taking off - pls send me the revised scope document - the word document should not have any fingerprint of barc  
 12/9/18, 6:42 PM - PDG&: Pls ensure  
 12/9/18, 7:13 PM - Romil Ramgaria Barc: Yes ok. Prashant is sending it to you on gmail  
 12/10/18, 12:03 AM - PDG&: We need to identify someone for Vivek Malhotra  
 12/10/18, 12:12 AM - Romil Ramgaria Barc: Have identified. Vipul from tech or Karan from MSCI  
 12/10/18, 12:12 AM - PDG&: Vipul  
 12/10/18, 12:12 AM - PDG&: He is new -! doesn't know much  
 12/10/18, 12:13 AM - Romil Ramgaria Barc: He knows the system - and in a way better to have some unknown / but I would prefer Karan / more controllable  
 12/10/18, 12:14 AM - PDG&: Is it?  
 12/10/18, 12:14 AM - Romil Ramgaria Barc: Yes - Suma also recommended vipul  
 12/10/18, 12:15 AM - PDG&: Let's talk on this tomorrow and mail him  
 12/10/18, 12:15 AM - Romil Ramgaria Barc: Yes  
 12/10/18, 10:24 AM - Romil Ramgaria Barc: From body language - arvind even during TRAI OHD was looking like gupta's man!  
 12/10/18, 10:24 AM - Romil Ramgaria Barc: And he is the one travelling across even for other sessions with Gupta  
 12/10/18, 10:25 AM - PDG&: He is not aligned now with debkumar right? I am confusing names  
 12/10/18, 10:25 AM - Romil Ramgaria Barc: He is the one who is aligned

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Chat With Romil Ramgaria

12/10/18, 10:25 AM - Romil Ramgaria Barc: Earlier one was bhardwaj  
 12/10/18, 10:25 AM - Romil Ramgaria Barc: Who was sidelined  
 12/10/18, 10:25 AM - PDG&@: Oh  
 12/10/18, 10:26 AM - Romil Ramgaria Barc: Interesting play - need to also brief you on some discussions. Will do immediately post comms meeting  
 12/10/18, 10:27 AM - PDG&@: Yes asked Nitika to block some time  
 12/10/18, 10:47 AM - PDG&@: How much time does Prashant need to revert in my mail  
 12/10/18, 10:54 AM - Romil Ramgaria Barc: He doesn't have Rudd and nick details. Sharing it with him immediately post the bd meet. I missed the mail since it was on gmail  
 12/10/18, 10:54 AM - Romil Ramgaria Barc: Shall share in 30 mins  
 12/10/18, 5:42 PM - Romil Ramgaria Barc: <Media omitted>  
 12/10/18, 6:05 PM - Romil Ramgaria Barc: I will mark rohit Sharma also on the extended meeting invite  
 12/10/18, 6:05 PM - Romil Ramgaria Barc: Tv tech comm  
 12/10/18, 6:06 PM - PDG&@: Yes  
 12/11/18, 3:21 PM - Romil Ramgaria Barc: Parag has told Siddhartha that punit is travelling at that time and so won't be available  
 12/11/18, 3:21 PM - Romil Ramgaria Barc: Roshni is on leave and so I haven't been able to speak to her  
 12/11/18, 3:21 PM - Romil Ramgaria Barc: IWM 8Y-  
 12/12/18, 1:32 PM - Romil Ramgaria Barc: Zee backing out of free dish conversation right now / sony agreed - again a discussion in jan  
 12/12/18, 1:32 PM - PDG&@: You mean zee will stay?  
 12/12/18, 1:32 PM - Romil Ramgaria Barc: broadcasters has been informally told to bring the discount to 35% in NTO -  
 12/12/18, 1:33 PM - Romil Ramgaria Barc: All of them are working towards it and may reduce ala carte prices  
 12/12/18, 1:33 PM - Romil Ramgaria Barc: No - unless all agree don't think anyone will back out  
 12/12/18, 1:33 PM - PDG&@: So they stay on freedish right?  
 12/12/18, 1:34 PM - PDG&@: Auction should be soon  
 12/12/18, 1:34 PM - Romil Ramgaria Barc: All of them currently - once the auction opens, they will again discuss not to bid for the same - let's see how it goes - given zee is up for sale now  
 12/12/18, 1:34 PM - PDG&@: Hmmm they need the numbers for valuation  
 12/12/18, 1:35 PM - PDG&@: Any headway on the Sudhanshu chart?  
 12/12/18, 1:35 PM - Romil Ramgaria Barc: Yes  
 12/12/18, 1:35 PM - Romil Ramgaria Barc: Yes - team working on it - by tomorrow  
 12/12/18, 4:13 PM - PDG&@: on business news - am trying to build a narrative that maybe viewers are getting enough from digital means - trying to check if we can get number of subscribers one year back of say CNBCTV18, ET Now etc  
 12/12/18, 11:06 PM - PDG&@: Interesting read : U.S. firms look to India as next media battleground  
<https://www.axios.com/internet-giants-looks-to-india-as-next-battleground-ea101fbb-ec96-40f3-8c8f-01372337a24a.html>  
 12/13/18, 8:00 AM - PDG&@: <Media omitted>  
 12/13/18, 9:01 AM - Romil Ramgaria Barc: Do you think we should also discuss in tech comm - to give it more authority and less burden on board - for us also it will good  
 12/13/18, 9:03 AM - PDG&@: Techcomm has all kinds of people  
 12/13/18, 9:03 AM - PDG&@: And I fear it will be construed in multiple ways

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Chat With Romil Ramgaria

12/13/18, 9:03 AM - PDG&C: And advertiser's will come to board with a defiant stance  
 12/13/18, 9:04 AM - PDG&C: After all the discussions  
 12/13/18, 9:04 AM - Romil Ramgaria Barc: Hmm - let's see the tech comm attendance  
 12/13/18, 9:04 AM - Romil Ramgaria Barc: Yes ok  
 12/13/18, 9:04 AM - PDG&C: Let the IBF bigwigs handle it - why should we take it on us  
 12/13/18, 9:04 AM - Romil Ramgaria Barc: Hmm ok  
 12/13/18, 9:04 AM - PDG&C: Maybe you can call and explain to Anuj  
 12/13/18, 9:05 AM - Romil Ramgaria Barc: Yes ok. Will go through the presentation in office and then will call him  
 12/13/18, 10:16 AM - PDG&C: Want to see the counting day results - should be available tomorrow?  
 12/13/18, 10:16 AM - PDG&C: Hindi and English news  
 12/13/18, 10:16 AM - Romil Ramgaria Barc: Yes  
 12/13/18, 10:29 AM - Romil Ramgaria Barc: Asking Anuj not to share the ppt with tech comm members.  
 12/13/18, 10:29 AM - Romil Ramgaria Barc: Let him present that day  
 12/13/18, 10:30 AM - Romil Ramgaria Barc: Went through the ppt / largely ok  
 12/13/18, 10:32 AM - PDG&C: Ok  
 12/13/18, 12:38 PM - Romil Ramgaria Barc: Should I send a fresh mail to Preeti referring your discussion or you had written to her earlier?  
 12/13/18, 12:42 PM - PDG&C: Fresh  
 12/13/18, 12:42 PM - Romil Ramgaria Barc: Ok  
 12/13/18, 2:37 PM - PDG&C: Are you facing any mail download issues in iOS?  
 12/13/18, 2:37 PM - Romil Ramgaria Barc: No  
 12/13/18, 2:37 PM - PDG&C: ðŸ™¸"  
 12/13/18, 4:19 PM - Romil Ramgaria Barc: Don't think CVL has any control on kantar ðŸ™¸"  
 12/13/18, 4:22 PM - PDG&C: Replied? Let me check  
 12/13/18, 4:24 PM - PDG&C: Assholes  
 12/13/18, 4:25 PM - PDG&C: So when LV etc comes we will go all out  
 12/13/18, 4:25 PM - Romil Ramgaria Barc: Yes - just putting down the pointers also so that we are aligned  
 12/13/18, 4:25 PM - PDG&C: Yes  
 12/13/18, 4:44 PM - Romil Ramgaria Barc: We need to tie up someone with Vivek Mallorca  
 12/13/18, 4:44 PM - Romil Ramgaria Barc: Vipul or karan?  
 12/13/18, 4:47 PM - PDG&C: Suggest Vipul  
 12/13/18, 4:47 PM - PDG&C: We will brief him together  
 12/13/18, 4:48 PM - Romil Ramgaria Barc: Yes ok.  
 12/14/18, 9:07 AM - PDG&C: Is it necessary for me to attend MRSI today?  
 12/14/18, 9:13 AM - Romil Ramgaria Barc: Not at all. I don't you should  
 12/14/18, 9:13 AM - Romil Ramgaria Barc: \*Think  
 12/14/18, 9:13 AM - Romil Ramgaria Barc: Mubin Derrick and pekham attending. I will also be there  
 12/14/18, 9:21 AM - PDG&C: Ok  
 12/14/18, 9:23 AM - PDG&C: Kevin and KM will now manage Bangla and Marathi too  
 12/14/18, 9:32 AM - Romil Ramgaria Barc: Those teams were also there?  
 12/14/18, 9:33 AM - PDG&C: No not yesterday  
 12/14/18, 9:34 AM - PDG&C: That integration will start happening now  
 12/14/18, 9:40 AM - Romil Ramgaria Barc: Ok. This was to be done couple of months back

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 [Handwritten signatures and initials]



## Chat With Romil Ramgaria

12/14/18, 9:41 AM - PDG&C: No decision has happened recently  
 12/14/18, 9:41 AM - PDG&C: Madhavan was surprised that I knew  
 12/14/18, 10:10 AM - Romil Ramgaria Barc: it happened when Gaurav banerjee was given in charge of plus. We also spoke about it and then it skipped  
 12/14/18, 10:23 AM - PDG&C: Yes and then it didn't follow thru for whatever reasons  
 12/14/18, 10:23 AM - Romil Ramgaria Barc: Hmm ok  
 12/14/18, 2:06 PM - Romil Ramgaria Barc: Calling Rushab for Monday tech comm  
 12/14/18, 2:07 PM - Romil Ramgaria Barc: HUL and PG hasn't renewed their subscription. ITC has  
 12/14/18, 2:07 PM - Romil Ramgaria Barc: PG is now thinking to take ad vision. Let's see  
 12/14/18, 2:07 PM - PDG&C: K  
 12/14/18, 2:24 PM - Romil Ramgaria Barc: Smitha Bhosale has joined Marico  
 12/14/18, 2:27 PM - PDG&C: Oh  
 12/14/18, 2:29 PM - Romil Ramgaria Barc: She cribbed about the change to new nccs  
 12/14/18, 2:29 PM - Romil Ramgaria Barc: Says we should continue to evolve existing nccs only  
 12/14/18, 2:30 PM - Romil Ramgaria Barc: Since HUL ITC and godrwj are there on MRSI - i sense she wants to push her case and wants to be heard  
 12/14/18, 2:30 PM - Romil Ramgaria Barc: She may raise that today also and may ask BARC what is our feeling  
 12/14/18, 2:30 PM - Romil Ramgaria Barc: We will say the following - which we had said to MRSI also earlier  
 12/14/18, 2:30 PM - Romil Ramgaria Barc: Volatility:  
 Since the NCCS could change with the change of just one durable, it was highly volatile  
 NCCS of HHs changed between the time the UE study / Listing exercise was conducted and approaching them for empanelment  
 More critically, empanelled HHs changed NCCS & which has potential to create issues with the panel  
 This volatility was most apparent in the lower NCCS which were upgrading as durable ownership became more accessible to people across the spectrum

Social Classification:  
 Over time, NCCS was becoming increasingly less discriminatory in terms of viewership. Certain "niche" groups of genres or channel types (e.g. English, HD, Business etc.) were "democratic" in terms of viewing patterns across NCCS. This demonstrated that discrimination on social parameters was weakening  
 As a result, the system was less efficient for use by stakeholders to make adequate programming or advertising decisions

12/14/18, 2:32 PM - PDG&C: Ok  
 12/14/18, 6:55 PM - PDG&C: IWM approached Sonali Krishna to moderate a session  
 12/14/18, 6:55 PM - PDG&C: She was checking with me whether to - coz she saw BARC  
 12/14/18, 6:55 PM - PDG&C: Told her to go ahead  
 12/14/18, 6:55 PM - Romil Ramgaria Barc: Ok  
 12/14/18, 6:55 PM - PDG&C: Someone else had also asked like this  
 12/14/18, 6:56 PM - Romil Ramgaria Barc: Ok  
 12/14/18, 6:57 PM - PDG&C: How was this mrsi  
 12/14/18, 6:57 PM - Romil Ramgaria Barc: MRSI was good - sorry couldn't update you  
 12/14/18, 6:57 PM - Romil Ramgaria Barc: Neeraj and Saurabh from sony



## Chat With Romil Ramgaria

12/14/18, 6:57 PM - Romil Ramgaria Barc: Venkat from zee  
 12/14/18, 6:57 PM - Romil Ramgaria Barc: Ambi Partha Rakshit Preeti reddy Sathya Paritosh  
 12/14/18, 6:57 PM - Romil Ramgaria Barc: TAM nielsen Agencies ISA  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Lot of them were there  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Approx 100-120 people  
 12/14/18, 6:58 PM - PDG&A: did smita create trouble?  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Presentation was an hour  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Smitha wasn't there  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: And qna lasted for an hour also  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Lot of questions why change needed etc etc  
 12/14/18, 6:58 PM - PDG&A: quite a lot then  
 12/14/18, 6:58 PM - Romil Ramgaria Barc: Ashutosh and PT answered  
 12/14/18, 6:59 PM - PDG&A: who is the Chairman there now  
 12/14/18, 6:59 PM - PDG&A: sanjoy still?  
 12/14/18, 6:59 PM - Romil Ramgaria Barc: Sanjay is ex President - though he started the meet and was on Dias also  
 12/14/18, 7:00 PM - Romil Ramgaria Barc: President is this old guy - like cama in MRUC - old fellow  
 12/14/18, 7:00 PM - Romil Ramgaria Barc: Not remembering his name  
 12/14/18, 7:00 PM - Romil Ramgaria Barc: Irrelevant and more political  
 12/14/18, 7:00 PM - PDG&A: hmm ok  
 12/15/18, 2:57 PM - Romil Ramgaria Barc: For core tech comm - only you and me?  
 12/15/18, 2:57 PM - Romil Ramgaria Barc: And for extended - Rushab Derrick strategy Rohit Elbert and PT  
 12/15/18, 3:00 PM - PDG&A: Yes  
 12/15/18, 3:00 PM - PDG&A: Pekham?  
 12/15/18, 3:01 PM - PDG&A: Let her own techcomm for now  
 12/15/18, 3:01 PM - Romil Ramgaria Barc: Yes she is there.  
 12/15/18, 3:02 PM - Romil Ramgaria Barc: And she will present in the extended tech comm  
 12/15/18, 3:03 PM - PDG&A: Ok  
 12/15/18, 4:00 PM - Romil Ramgaria Barc: iOS mails for me are not opening. Premium panel will be done by jan end  
 12/15/18, 4:00 PM - Romil Ramgaria Barc: Which 2.5k  
 12/15/18, 4:00 PM - Romil Ramgaria Barc: The last 900 in currency is taking time because they are not trying to oversample  
 12/15/18, 4:00 PM - PDG&A: Ok  
 12/15/18, 4:00 PM - Romil Ramgaria Barc: So by jan end technically we will be 43.1  
 12/15/18, 4:01 PM - PDG&A: I have narrowed down the problem to our exchange server  
 12/15/18, 4:01 PM - Romil Ramgaria Barc: Have also asked them to start seeing premium panel dat - hopefully we will see in next 7/10 days  
 12/15/18, 4:01 PM - PDG&A: Waiting for your tech audit report to tell tech guys scrap it  
 12/15/18, 4:01 PM - PDG&A: Apple guy was in office yesterday  
 12/15/18, 4:01 PM - PDG&A: ॐ४' ॐ४'»  
 12/15/18, 4:01 PM - Romil Ramgaria Barc: Oh ok  
 12/15/18, 4:02 PM - Romil Ramgaria Barc: Will get the report sent! TAC was saying me tech guys are pushing him to put lot of medium and high risks in low bucket

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Chat With Romil Ramgaria

12/15/18, 4:02 PM - Romil Ramgaria Barc: I have told him to maintain and put as he sees them

12/15/18, 4:02 PM - PDGÂ©: Yes

12/15/18, 4:02 PM - Romil Ramgaria Barc: Will get the report sent to you today

12/15/18, 4:03 PM - PDGÂ©: We need to hold the bill by its horn

12/15/18, 4:03 PM - PDGÂ©: Can't compromise

12/15/18, 4:03 PM - Romil Ramgaria Barc: Yes

12/15/18, 4:03 PM - PDGÂ©: TAC credibility high?

12/15/18, 4:03 PM - PDGÂ©: Sorry ignorant

12/15/18, 4:04 PM - Romil Ramgaria Barc: They do work for good enterprises - and the owner is young and himself was a hacker in the past

12/15/18, 4:04 PM - Romil Ramgaria Barc: Will sent you the credentials also

12/15/18, 4:04 PM - PDGÂ©: Hmmm ok let me read the report

12/15/18, 4:04 PM - Romil Ramgaria Barc: They have created an online dashboard for us -

12/15/18, 4:04 PM - PDGÂ©: Ok good

12/15/18, 4:04 PM - Romil Ramgaria Barc: And we need to keep closing it -

12/15/18, 4:04 PM - Romil Ramgaria Barc: To improve our security score

12/15/18, 4:04 PM - PDGÂ©: Good one

12/15/18, 6:39 PM - PDGÂ©: Modi Govt spent Rs 5245 Crores on Ads and Publicity in the past four-and-a-half years - [https://tvnews4u.com/modigovt-spent-rs4500-croreon-government-ads-past-four-half-years/?utm\\_source=WhatsApp&utm\\_medium=Messenger](https://tvnews4u.com/modigovt-spent-rs4500-croreon-government-ads-past-four-half-years/?utm_source=WhatsApp&utm_medium=Messenger)

12/15/18, 6:39 PM - PDGÂ©: One way of putting Tam in trouble

12/15/18, 6:39 PM - PDGÂ©: Is make someone do a story on media spends with source TAM

12/15/18, 6:40 PM - PDGÂ©: Maybe the five state elections story

12/15/18, 6:43 PM - Romil Ramgaria Barc: Hmm - let's try

12/15/18, 6:43 PM - Romil Ramgaria Barc: Because they have to give the numbers

12/15/18, 9:30 PM - PDGÂ©: Pit h for a story for say last two months - run up to election campaign

12/15/18, 9:30 PM - PDGÂ©: And on expenses not spots

12/15/18, 9:31 PM - PDGÂ©: Also let us do a meeting on how to handle the Tam meeting

12/15/18, 9:31 PM - PDGÂ©: Who says what

12/15/18, 9:32 PM - Romil Ramgaria Barc: Yes ok

12/15/18, 9:32 PM - Romil Ramgaria Barc: Yes ok

12/17/18, 12:59 PM - PDGÂ©: Should we shift ownership of heads up from MA to Partnership - let's think

12/17/18, 5:15 PM - PDGÂ©: Here goes .. Jan vs Dec 18 .. CNBC 100k -250k , ET now 100k - 175 k and Bloombergquint 50k -130k and BTVi at 5k

12/17/18, 5:16 PM - PDGÂ©: YouTube subscriber numbers

12/17/18, 5:18 PM - PDGÂ©: <Media omitted>

12/17/18, 5:18 PM - PDGÂ©: Heard this in goa

12/17/18, 5:18 PM - PDGÂ©: But was long pending

12/17/18, 5:45 PM - Romil Ramgaria Barc: 8Y'

12/17/18, 5:47 PM - PDGÂ©: On Elbert - take him into confidence about Rohit and tell - saying we may rejig things

12/17/18, 5:47 PM - Romil Ramgaria Barc: Yes - that's what I thought - but don't want to give him a impression he is getting the tag

12/17/18, 5:48 PM - PDGÂ©: Yes

12/17/18, 8:02 PM - Romil Ramgaria Barc: What time will you leave for the summit tomorrow? Can I accompany you?

12/17/18, 8:11 PM - PDGÂ©: Sure

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Chat With Romil Ramgaria

12/17/18, 8:11 PM - PDG&A: 845?  
 12/17/18, 8:11 PM - Romil Ramgaria Barc: Yes ok  
 12/18/18, 6:36 AM - PDG&A: I guess we need to try and leave earlier - they are shutting down roads around Trident - could be a bit of chaos  
 12/18/18, 8:43 AM - Romil Ramgaria Barc: Sorry just your message. Am ready  
 12/18/18, 8:49 AM - PDG&A: Come  
 12/18/18, 8:50 AM - Romil Ramgaria Barc: Am down  
 12/18/18, 9:05 AM - PDG&A: <https://www.apple.com/in/ipad-pro/specs/>  
 12/18/18, 2:57 PM - PDG&A: told Sameer about LVs cl;aims of DEN, Tata sky and GTPL data  
 12/18/18, 2:57 PM - PDG&A: he says impossible - he doesnt have it  
 12/18/18, 2:57 PM - Romil Ramgaria Barc: Yes - I also spoke to someone at star / they say he can&#x2013;t do it  
 12/18/18, 2:57 PM - PDG&A: told him to push Sharma - he says he will and organise a meeting  
 12/18/18, 2:58 PM - Romil Ramgaria Barc: Ok  
 12/18/18, 3:01 PM - PDG&A: ask Vikas if LV has approached him too  
 12/18/18, 3:01 PM - PDG&A: asking Avinash to meet LV and get me the ppt  
 12/18/18, 3:02 PM - PDG&A: also we need to take a call on this Nitin - Chrome issue - Manashi will speak to you  
 12/18/18, 5:10 PM - PDG&A: Tushar Vyas called - again on NTO  
 12/18/18, 5:10 PM - PDG&A: Same Sunil Kataria  
 12/18/18, 5:11 PM - PDG&A: Suddenly people have woken up  
 12/18/18, 5:11 PM - Romil Ramgaria Barc: &#x2013;tushar spoke to me at MRSI seminar also  
 12/18/18, 5:12 PM - PDG&A: Advertisers are asking and hence  
 12/18/18, 5:12 PM - PDG&A: I think we should be prepared with a one line statement on this post board meeting  
 12/18/18, 5:13 PM - PDG&A: Any stakeholder asks we should give that  
 12/18/18, 5:13 PM - PDG&A: For consistency  
 12/18/18, 5:13 PM - Romil Ramgaria Barc: If the blackout gets approved  
 12/18/18, 5:15 PM - PDG&A: Either ways  
 12/18/18, 5:15 PM - PDG&A: There will be questions  
 12/18/18, 5:16 PM - PDG&A: I think as a protocol both of internal and external comms we should prepare a set of points after each board meeting - on decisions  
 12/18/18, 5:19 PM - Romil Ramgaria Barc: Ok  
 12/18/18, 8:13 PM - PDG&A: Think we should put landing page advisory in this week's ratings for news channels  
 12/18/18, 8:14 PM - Romil Ramgaria Barc: Without naming specific channels  
 12/18/18, 8:14 PM - PDG&A: Yes  
 12/18/18, 8:15 PM - Romil Ramgaria Barc: Will put out in the heads up only. Not in the info mail  
 12/18/18, 8:22 PM - PDG&A: Whichever we did last time for news18  
 12/18/18, 10:01 PM - Romil Ramgaria Barc: Bigg Boss 12: Why this season wasn't a firecracker?  
[https://timesofindia.indiatimes.com/Bigg-Boss-12-Why-this-season-wasnt-a-firecracker/photostory/67145610.cms?picid=67145717utm\\_campaign=andapp&utm\\_medium=referral&utm\\_source=whatsapp.com](https://timesofindia.indiatimes.com/Bigg-Boss-12-Why-this-season-wasnt-a-firecracker/photostory/67145610.cms?picid=67145717utm_campaign=andapp&utm_medium=referral&utm_source=whatsapp.com)  
 12/18/18, 10:26 PM - PDG&A: Page not found&#x2013;  
 12/19/18, 9:43 AM - PDG&A: Note ready? We should point out phase III and phase IV as major problem areas coz of pricing difference  
 12/19/18, 9:48 AM - Romil Ramgaria Barc: The note is there. But statistical mumbo jumbo which came from deepen was not there. Have asked him to rework. He is sharing in couple of hours. Sending you the note in 5

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Chat With Romil Ramgaria

12/19/18, 9:57 AM - PDG&C: Send with the statistical part  
12/19/18, 9:58 AM - PDG&C: You are attending Amit Shah?  
12/19/18, 9:58 AM - PDG&C: Am at trident  
12/19/18, 9:58 AM - PDG&C: Will come to office after the session  
12/19/18, 9:59 AM - Romil Ramgaria Barc: No. Have some interviews and then meetings outside. Will send you with the section.  
12/19/18, 10:00 AM - Romil Ramgaria Barc: Meeting Pankaj at 415  
12/19/18, 11:34 AM - PDG&C: Sameer will get Sharma and meet us in Jan  
12/19/18, 11:34 AM - PDG&C: Den  
12/19/18, 11:34 AM - Romil Ramgaria Barc: Ok  
12/19/18, 11:35 AM - Romil Ramgaria Barc: Sir, just finished meeting in P&G on Advision and spottrek. In the meeting Ganesh was asking about the blackout. He told me that ISA is having a meeting today before the call with you. Their current stance is that they will veto the blackout if they can. They are exploring clauses in the Barc shareholding to see if this is an option. This is for your info. Regards. Pancham  
12/19/18, 11:38 AM - Romil Ramgaria Barc: What time should we get on a call - 615/630 suits you?  
12/19/18, 11:47 AM - PDG&C: Yes  
12/19/18, 2:29 PM - PDG&C: The note?  
12/19/18, 3:12 PM - Romil Ramgaria Barc: Have just sent  
12/19/18, 4:49 PM - PDG&C: There could be vested interests on damaging Rushabhs reputation too  
12/19/18, 4:50 PM - PDG&C: Maybe we both can take him aside and tell him to be careful  
12/19/18, 4:50 PM - PDG&C: Maybe some know that he gets and gives us critical info  
12/19/18, 5:12 PM - Romil Ramgaria Barc: Hmm  
12/19/18, 5:55 PM - PDG&C: revised note?  
12/19/18, 6:04 PM - PDG&C: Didn't we have a group with Rajini? Can you point me to that  
12/19/18, 6:10 PM - Romil Ramgaria Barc: Legal  
12/19/18, 6:10 PM - PDG&C: ok  
12/19/18, 6:10 PM - Romil Ramgaria Barc: <Media omitted>  
12/20/18, 8:49 AM - PDG&C: Pls have a look at Sivas mails - need a crisp one which puts all important points that I can send Punit - first thing in morn  
12/20/18, 8:49 AM - PDG&C: Looks like Ashish and Ivenkat are the absentees  
12/20/18, 8:57 AM - Romil Ramgaria Barc: Yes  
12/21/18, 1:02 AM - Romil Ramgaria Barc: TRAI is apparently going to write to us tomorrow...today actually... that we must not blackout ratings. just heard  
12/21/18, 8:06 AM - PDG&C: They are saying not to blackout TV - are you sure they will say about ratings? Who told whom  
12/21/18, 8:08 AM - Romil Ramgaria Barc: Shantanu got to hear this  
12/21/18, 8:08 AM - PDG&C: You think this is credible enough to be shared with Punit?  
12/21/18, 8:09 AM - Romil Ramgaria Barc: No wait  
12/21/18, 10:28 AM - Romil Ramgaria Barc: Once you are through with Nakul will walk in  
12/21/18, 10:30 AM - PDG&C: Walk in  
12/21/18, 2:28 PM - Romil Ramgaria Barc: The BARC India board met today on the implementation of new tariff order and discussions are currently underway.  
12/21/18, 2:34 PM - PDG&C: Ok  
12/21/18, 2:34 PM - PDG&C: The BARC India board discussed tthe implementation of new tariff order and discussions are currently underway.

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Chat With Romil Ramgaria

12/21/18, 2:35 PM - PDGÂ©: The BARC India board discussed the implementation of new tariff order and more discussions are currently underway.

12/21/18, 3:29 PM - PDGÂ©: The BARC board has taken the issues connected with the implementation of new tariff order under advisement. Deliberation is underway on what if any action may be required

12/21/18, 3:30 PM - PDGÂ©: Nakuls redraft

12/21/18, 3:34 PM - Romil Ramgaria Barc: Everyone is asking for a timeline

12/21/18, 3:35 PM - Romil Ramgaria Barc: Atleast verbally Should we mention board is discussing and they may discuss again next week?

12/21/18, 3:37 PM - PDGÂ©: Tell them ask board

12/21/18, 3:46 PM - Romil Ramgaria Barc: Should we also use this for journo's if they are asking attributing to barc spokesperson

12/21/18, 3:49 PM - PDGÂ©: Yes

12/21/18, 7:22 PM - PDGÂ©: Nakul says Rohit Gupta is one of our biggest enemies

12/21/18, 7:25 PM - Romil Ramgaria Barc: Very surprising and he doesn't come across also like that

12/21/18, 7:25 PM - PDGÂ©: No i believe nakul on this

12/21/18, 7:25 PM - PDGÂ©: He is the one who raised the Audit issue in IBF

12/21/18, 7:26 PM - PDGÂ©: I am hoping now with this techcomm reference he gets exposed - both Shashi and Gauravjeet not around

12/21/18, 7:30 PM - Romil Ramgaria Barc: Yes yes that I agree - I am just thinking about how he is so deceptive

12/21/18, 7:31 PM - Romil Ramgaria Barc: Hopefully

12/21/18, 7:31 PM - PDGÂ©: Yes looks are deceiving

12/21/18, 9:06 PM - PDGÂ©: Haha now Punit wants Nakuls draft

12/21/18, 9:06 PM - PDGÂ©: Madness

12/21/18, 9:07 PM - Romil Ramgaria Barc: So similar what Shantanu had drafted?

12/22/18, 1:58 PM - PDGÂ©: Debkumar from trai called - saying we were hearing from Star People and newspaper about Rating blackout - hence the letter

12/22/18, 1:58 PM - PDGÂ©: I told him we will reply

12/22/18, 1:58 PM - PDGÂ©: He also told - wait for Monday - we are putting out more details on migration

12/22/18, 1:58 PM - PDGÂ©: And till Jan 20 is the deadline as it stands now

12/22/18, 1:58 PM - PDGÂ©: He was showing irritation with LCOs

12/22/18, 2:43 PM - Romil Ramgaria Barc: Hmm - ok

12/22/18, 2:43 PM - Romil Ramgaria Barc: Then we have some time

12/24/18, 11:39 AM - PDGÂ©: <https://showsnob.com/2018/12/23/cbs-potentially-dropping-nielsen-ratings/>

12/24/18, 11:39 AM - Romil Ramgaria Barc: <https://theprint.in/governance/metoo-mukul-mudgal-ex-chief-justice-of-punjab-haryana-hc-accused-of-sexual-assault/168077>

12/24/18, 11:41 AM - Romil Ramgaria Barc: I think more to build pressure. We will also have this issue soon with star

12/24/18, 11:42 AM - PDGÂ©: Yesss

12/24/18, 12:48 PM - Romil Ramgaria Barc: <Media omitted>

12/24/18, 12:48 PM - Romil Ramgaria Barc: Hi Romil some chat going on in one of the WhatsApp group

12/24/18, 12:48 PM - Romil Ramgaria Barc: Vineet Sodhani is CEO Spatial access

12/24/18, 12:48 PM - Romil Ramgaria Barc: And Dinesh Rathod is CEO Madison South

12/24/18, 12:51 PM - PDGÂ©: People are also confused between blackout of TV signals and TV ratings

12/24/18, 12:51 PM - Romil Ramgaria Barc: Yes - but TRAI thing has come out

12/24/18, 12:51 PM - Romil Ramgaria Barc: Must have been circulated

12/24/18, 12:51 PM - Romil Ramgaria Barc: I should inform team also?

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## Chat With Romil Ramgaria

12/24/18, 1:25 PM - PDGÂ©: Let's wait on that  
 12/24/18, 1:26 PM - PDGÂ©: Need the trai thing before i ask for the draft reply to besent to trai  
 12/24/18, 2:08 PM - Romil Ramgaria Barc: Which TRAI thing?  
 12/24/18, 2:21 PM - PDGÂ©: Press conference  
 12/24/18, 2:21 PM - PDGÂ©: And any press release  
 12/24/18, 2:21 PM - PDGÂ©: They may announce the jan 20th thing  
 12/24/18, 3:48 PM - Romil Ramgaria Barc: The PC apparently got cancelled  
 12/24/18, 4:00 PM - PDGÂ©: K  
 12/24/18, 5:35 PM - Romil Ramgaria Barc: <Media omitted>  
 12/24/18, 6:29 PM - Romil Ramgaria Barc: Told Sumit to have a vigilance KPI for the field force  
 12/24/18, 6:29 PM - Romil Ramgaria Barc: Also will chat with you on BI  
 12/24/18, 8:39 PM - PDGÂ©: Sanjay called  
 12/24/18, 8:39 PM - PDGÂ©: He is approving OOH  
 12/24/18, 8:40 PM - PDGÂ©: Also had a long discussion on aligning samples due to NTO - more from operator POV  
 12/24/18, 8:40 PM - PDGÂ©: Not packages  
 12/24/18, 8:40 PM - PDGÂ©: He thinks people will shift operators  
 12/24/18, 8:40 PM - Romil Ramgaria Barc: Hmm - that will almost entail weighting by operators -  
 12/24/18, 8:40 PM - Romil Ramgaria Barc: Hmm  
 12/24/18, 8:40 PM - PDGÂ©: Not weighting but sample alignment  
 12/24/18, 8:40 PM - Romil Ramgaria Barc: I donâ€™t think this will be implemented so easily  
 12/24/18, 8:40 PM - PDGÂ©: Like we sat  
 12/24/18, 8:40 PM - PDGÂ©: Say  
 12/24/18, 8:41 PM - Romil Ramgaria Barc: I mean NTO  
 12/24/18, 8:41 PM - PDGÂ©: Agree  
 12/24/18, 8:41 PM - Romil Ramgaria Barc: None of the LCCâ€™s are ready in big cities. It will be a mayhem in small city  
 12/24/18, 8:41 PM - PDGÂ©: He was abusing techcomm and Rohit etc  
 12/24/18, 8:53 PM - PDGÂ©: Can you start compiling points on changing articles  
 12/24/18, 8:53 PM - PDGÂ©: And give me in a couple of days  
 12/24/18, 8:53 PM - Romil Ramgaria Barc: Already asked shiva to redraft  
 12/24/18, 8:53 PM - Romil Ramgaria Barc: Will get it in a week  
 12/24/18, 8:53 PM - PDGÂ©: He will sleep  
 12/24/18, 8:53 PM - PDGÂ©: Ok  
 12/24/18, 10:35 PM - PDGÂ©: Sanjay said he will pay for ooh but not 0.9  
 12/24/18, 10:35 PM - PDGÂ©: 0Y-5  
 12/24/18, 10:35 PM - PDGÂ©: Is there a way we can do 0.9 and figure out some relief for them some other way?  
 12/24/18, 10:35 PM - PDGÂ©: Pls think  
 12/24/18, 10:41 PM - Romil Ramgaria Barc: Will chat  
 12/25/18, 5:33 PM - PDGÂ©: Pls check the mail I forwarded  
 12/25/18, 5:33 PM - PDGÂ©: I see no issues in PMs suggestions - do you  
 12/25/18, 5:33 PM - PDGÂ©: ??  
 12/25/18, 5:35 PM - Romil Ramgaria Barc: Yes just read. Looks fine to me  
 12/25/18, 5:39 PM - PDGÂ©: Ok  
 12/27/18, 2:49 PM - PDGÂ©: <Media omitted>  
 12/27/18, 2:49 PM - PDGÂ©: <Media omitted>  
 12/27/18, 2:50 PM - PDGÂ©: My interactions with sunil  
 12/27/18, 2:50 PM - PDGÂ©: Nakul also said similarly

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## Chat With Romil Ramgaria

12/27/18, 2:51 PM - PDG&A: Pls draft a two line thing that we can ask IsA to say to it's members

12/27/18, 2:51 PM - PDG&A: That doesn't jeopardize our negotiation

12/27/18, 3:04 PM - Romil Ramgaria Barc: BARC board has decided to maintain similar reporting standards for all publishers. BARC management has been asked to work towards a solution to align all publishers. Hence all advertisers are currently advised to continue measuring digital deliveries as they feel appropriate.

12/27/18, 3:07 PM - PDG&A: Will that be right to say?

12/27/18, 3:07 PM - PDG&A: Wasn't there a clear difference on what to be measured and how

12/27/18, 3:08 PM - Romil Ramgaria Barc: The crux of why it is not happening is because google won't accept SDK

12/27/18, 3:08 PM - PDG&A: BARC management has been asked to work towards a solution to align all publishers. Hence all advertisers are currently advised to continue measuring digital deliveries as they feel appropriate.

12/27/18, 3:09 PM - PDG&A: May be just this? ॐY'tdY\*»

12/27/18, 3:09 PM - Romil Ramgaria Barc: Yes this is also ok

12/27/18, 10:53 PM - PDG&A: Can you talk?

12/27/18, 10:53 PM - PDG&A: Just spoke to Punit

12/27/18, 10:53 PM - PDG&A: Some action points

12/27/18, 10:54 PM - PDG&A: On NTO

12/28/18, 11:15 AM - PDG&A: Hope someone is drafting the letter

12/28/18, 11:58 AM - Romil Ramgaria Barc: Just sent you

12/31/18, 2:08 PM - Romil Ramgaria Barc: ET refusing to do the story - they need source of the switch off data. Trying for BS

12/31/18, 2:11 PM - PDG&A: Hmmm

12/31/18, 2:14 PM - PDG&A: Ask them to talk to people like KR Arora and Vivek Malhotra

12/31/18, 4:22 PM - Romil Ramgaria Barc: Tv today will expire today as they haven't signed the addendum yet. Am letting it expire

12/31/18, 4:22 PM - Romil Ramgaria Barc: Let some pressure build else they will not sign

12/31/18, 4:22 PM - PDG&A: ok

12/31/18, 4:23 PM - PDG&A: who else has not

12/31/18, 4:24 PM - Romil Ramgaria Barc: Zee is not signed. Team meeting Venkat this week - stuck on televue clause - after Venkat has come here he doesn't want to give as star despite streaming - though payments etc have come in for them

12/31/18, 4:25 PM - PDG&A: i suggest write to Punit Mishra and Venkat

12/31/18, 4:25 PM - PDG&A: i will forward to PG

12/31/18, 4:26 PM - Romil Ramgaria Barc: Ok

1/2/19, 10:39 AM - Romil Ramgaria Barc: Am going slow on new NCCS conversion in the system.

1/2/19, 10:39 AM - Romil Ramgaria Barc: Also BI ground work - we need to take a decision in a week / will chat

1/2/19, 10:45 AM - PDG&A: Yes

1/2/19, 2:02 PM - Romil Ramgaria Barc: Currently we have stopped freedish recruitment. Should we open that post feb 1 given NTO?

1/2/19, 2:07 PM - PDG&A: maybe after a month - lets see what happens - my delhi sources tell me implementation of NTO may be pushed for after elections

1/2/19, 2:07 PM - Romil Ramgaria Barc: Yeah looks like. Ok

1/3/19, 6:29 PM - PDG&A: Switch off by tata sky from midnight

1/3/19, 6:29 PM - PDG&A: So less than one percent sounds wrong

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Chat With Romil Ramgaria

1/3/19, 6:29 PM - Romil Ramgaria Barc: For what?  
 1/3/19, 6:29 PM - Romil Ramgaria Barc: Oh ok  
 1/3/19, 6:29 PM - PDG&A: Sony HD  
 1/3/19, 6:29 PM - Romil Ramgaria Barc: Let me check when did the call backs start  
 1/3/19, 6:30 PM - PDG&A: yes holding the mail  
 1/4/19, 12:34 PM - Romil Ramgaria Barc: They use one of the govt empanelled agencies...  
 1/4/19, 12:34 PM - Romil Ramgaria Barc: They are setting up a dedicated call centre for NTO related consumer queries  
 1/4/19, 12:37 PM - PDG&A: K  
 1/4/19, 5:23 PM - PDG&A: Punits reply on Ekam??  
 1/4/19, 6:39 PM - Romil Ramgaria Barc: Chrome has stopped sharing the data since the issue. I am terminating the contract as of now with them  
 1/4/19, 6:42 PM - PDG&A: Ok  
 1/4/19, 10:52 PM - PDG&A: Gaurav on chat with me  
 1/4/19, 10:52 PM - PDG&A: Fuming on 30 grp loss  
 1/4/19, 10:52 PM - PDG&A: And asking reason  
 1/4/19, 10:55 PM - PDG&A: He wants to meet on Monday  
 1/4/19, 11:05 PM - PDG&A: <Media omitted>  
 1/5/19, 9:43 AM - Romil Ramgaria Barc: I spoke to him around 10pm yesterday. The drop in other shows (which is around 7-8 Grp&A's in PT) he is unable to understand - I have a feeling that it will only recover next week. This week also it hasn't recovered.  
 1/5/19, 9:44 AM - Romil Ramgaria Barc: And because of weekend pressure from sony they are under heat.  
 1/5/19, 9:44 AM - Romil Ramgaria Barc: Since Sony is becoming no 1 only on the back of weekend and crime patrol in NPT  
 1/5/19, 9:45 AM - Romil Ramgaria Barc: But will get to look at more answers and see what else / the problem is even Bharat is falling  
 1/5/19, 9:46 AM - Romil Ramgaria Barc: And no distribution issue and neither BT showing movement to other genres. Will have to dig a bit more deeper as it&A's the issue with their own channel only  
 1/5/19, 9:59 AM - PDG&A: Yes pls do that and meet him on Monday  
 1/5/19, 9:59 AM - PDG&A: I may not be able to but you must  
 1/5/19, 10:01 AM - Romil Ramgaria Barc: Yes ok  
 1/5/19, 10:18 AM - PDG&A: Pls confirm a time with him and let me know  
 1/5/19, 10:18 AM - PDG&A: I will join if I am free  
 1/5/19, 10:23 AM - Romil Ramgaria Barc: Asking him For 1pm. Will move out internal meeting  
 1/5/19, 10:29 AM - PDG&A: Ok  
 1/5/19, 11:00 AM - Romil Ramgaria Barc: 1230 meeting with Gaurav. He is meeting Uday at 130  
 1/5/19, 11:00 AM - PDG&A: Ok  
 1/5/19, 11:01 AM - PDG&A: Inform in bosses  
 1/5/19, 11:02 AM - PDG&A: Can we have a look at the ppt on Sunday late evening  
 1/5/19, 11:03 AM - Romil Ramgaria Barc: Yes  
 1/5/19, 3:30 PM - PDG&A: Pls check playout issues if any for star plus  
 1/5/19, 3:39 PM - Romil Ramgaria Barc: I mean WM issue?  
 1/5/19, 3:40 PM - PDG&A: Yes or any other  
 1/5/19, 3:40 PM - PDG&A: Since it has dropped across  
 1/5/19, 3:40 PM - Romil Ramgaria Barc: Yes ok  
 1/7/19, 6:31 PM - Romil Ramgaria Barc: <Media omitted>  
 1/7/19, 6:40 PM - Romil Ramgaria Barc: I think we should take this to Sanjay?

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## Chat With Romil Ramgaria

1/7/19, 6:42 PM - PDGAS: Yes  
 1/7/19, 6:42 PM - PDGAS: Will talk  
 1/7/19, 6:50 PM - Romil Ramgaria Barc: Or should we speak to Amit Chopra and also excite him?  
 1/7/19, 6:50 PM - Romil Ramgaria Barc: I think we should extract 10cr from star for IPL plus World Cup on this  
 1/7/19, 6:52 PM - Romil Ramgaria Barc: With almost 3000cr plus riding on the sales  
 1/7/19, 7:04 PM - PDGAS: Sanjay  
 1/9/19, 9:47 AM - PDGAS: The teams met yesterday. Still no understanding for 15 grp drop. If it is environment and weekday rodp fpc, then why is it not coming back this week?  
 1/9/19, 9:48 AM - PDGAS: From Gaurav  
 1/9/19, 9:48 AM - Romil Ramgaria Barc: It is content weakening  
 1/9/19, 9:49 AM - Romil Ramgaria Barc: This 15 GRP is also manufactured by him - will get the team to drill it is not 15 and may be 4-5 unexplained.  
 1/9/19, 9:51 AM - PDGAS: Yes let's resolve it over mails today itself  
 1/9/19, 3:48 PM - PDGAS: <https://advanced-television.com/2019/01/08/nielsen-launches-enhanced-cross-platform-measurement/>  
 1/9/19, 3:48 PM - PDGAS: old wine in new bottle??  
 1/9/19, 3:49 PM - Romil Ramgaria Barc: Yes - they have started to push this comms. David Kenny fount  
 1/9/19, 3:49 PM - Romil Ramgaria Barc: Doing  
 1/10/19, 1:50 PM - Romil Ramgaria Barc: To enable NBA to submit its comments kindly go through the entire Consultation Paper and give your comments on each of the following issues by 20.1.2019:

Summary of issues for consultation:

Q1. Whether BARC has been able to accomplish the purpose with transparency and without any bias for which it has been established? Please elaborate your response with justifications. Also, suggest measures to enhance the effectiveness of BARC to give TV ratings with transparency and without bias.

Q2. Do you feel that present shareholding/ownership pattern of BARC ensures adequate representation of all stakeholders to maintain its neutrality and transparent TV ratings? How its credibility and neutrality can be enhanced further? Please elaborate your response with justification.

Q3. Is there a need to promote competition in television rating services to ensure transparency, neutrality and fairness to give TAM rating? What regulatory initiatives/measures can be taken to make TV rating services more accurate and widely acceptable? Please elaborate your response with justifications.

Q4. Is the current audience measurement technique used by BARC apposite? Suggest some methods, if any, to improve the current measurement techniques.

Q5. Does broadcasting programmes that are out of their category or in different language for some time during the telecast affect the TAM rating? If so, what measures should be adopted to curb it?

Q6. Can TV rating truly based on limited panel homes be termed as representative?

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## Chat With Romil Ramgaria

Q7 What should be done to reduce impact of manipulation of panel home data on overall TV ratings? Give your comments with justification.Â

Q8. What should be the panel size both in urban and rural India to give true representation of audience?Â

Q9. What method/technology would help to rapidly increase the panel size for television audience measurement in India? What will be the commercial challenge in implementing such solutions?Â

Q10. Should DPOs be mandated to facilitate collection of viewership data electronically subject to consent of subscribers to increase data collection points for better TRP ratings? Give suggestion with justification.Â

Q11. What percentage of STB supports transferring viewership data through establishing a reverse path/connection from STB? What will be the additional cost if existing STBs without return path are upgraded? Give your suggestionsÂ with justifications.Â

Q12. What method should be adopted for privacy of individual information and to keep the individual information anonymous?Â

Q13. What should be the level/granularity of information retrieved by the television audience measurement agency from the panel homes so that it does not violate principles of privacy?Â

Q14. What measures need to be taken to address the issue of panel tampering/infiltration? Please elaborate your response with justifications.Â

Q15. Should BARC be permitted to provide raw level data to broadcasters? If yes, how secrecy of households, where the people meters are placed, can be maintained?Â

Q16. Will provisioning of raw level data to broadcasters, in any manner, either directly or indirectly contravene the policy guidelines for television rating agencies prescribed by MIB?Â

Q17. Is the current disclosure and reporting requirements in the present guidelines sufficient? If no, what additional disclosure and reporting requirements should be added?Â

Q18. Stakeholders may also provide their comments on any other issue relevant to the present consultation Â

1/10/19, 3:02 PM - PDGÂ: You may want to see the bit on Measurement!  
<https://magnaglobal.com/why-tv-will-undergo-a-year-of-rapid-marketing-evolution/>  
 1/10/19, 7:00 PM - PDGÂ: do we have an explanaion on Zee rise in that period pointed by Sudhanshu

1/10/19, 8:59 PM - PDGÂ: Star Plus declined by 34 GRPs in Wk52&W18 amongst MF15+ HSM Urban.

Drop is driven by regular viewer : 30K view us every week ; 23K were common to both Wk51 & Wk52.

Drop is not consistent in this group : for 10 K viewership grew (+37GRP) while for 13 K viewership fell (-68 GRP). Resulting in a net fall of 31 GRP.

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## Chat With Romil Ramgaria

A small set of individuals is driving the drop : About 2.0 K individuals contribute to 70% of the drop. They are spread across multiple markets. Interestingly these Individuals and even the HHLD continue to be on TV but are not sampling Star Plus.

1/10/19, 8:59 PM - PDGÂ©: In a nutshell, what we discussed while looking at RLD and in discussion with Nielsen.

1/10/19, 8:59 PM - PDGÂ©: You will get a mail too. And happy to get on a call tomorrow with you and Neilsen if needed.

1/10/19, 8:59 PM - PDGÂ©: From Gaurav

1/10/19, 8:59 PM - PDGÂ©: We need to nail this

1/11/19, 10:45 AM - PDGÂ©: Spoke to dolly?

1/11/19, 1:04 PM - PDGÂ©: <https://www.adweek.com/tv-video/hulu-is-rolling-out-performance-based-measurement-for-brands/>

1/11/19, 3:35 PM - PDGÂ©: <Media omitted>

1/11/19, 3:35 PM - PDGÂ©: Dear Business Associate,

Two weeks ago, we, at Stratagem Media, mailed you a presentation on the viewership position of 6 leading TV networks, in view of the latest TRAI ruling on channel subscriptions.

Now, weâ€™re happy to present a fresh analysis as well as consequent guidelines on

How to buy big ticket programs like  
\* World TV Premiers (WTPâ€™s) of Bollywood movies \*

For this exercise, we collated data (and analysed the performance of) 68 WTPâ€™s of Bollywood titles over the last two years, with the aim of laying down a set of guidelines for media practitioners, (especially TV planners/ buyers & sellers).

We would be happy to have your feedback / suggestions.

We also hope to keep you watching this space for more.

In the meantime, happy reading, â€¦. And of course, have a great year ahead.

Sundeep Nagpal  
Founder - Director  
Stratagem Media Pvt. Ltd.  
9820185945

1/11/19, 3:36 PM - PDGÂ©: I came across this today. Interesting - looks like a programmatic hyper targeted solution.

Bell is Canadaâ€™s equivalent of Star.

<https://www.bellmedia.ca/meet-sam-strategic-audience-management-tool/>

1/13/19, 11:40 AM - PDGÂ©: Going by the mails - it's urgent and important that we prove the viewers came to watch and didn't like and moved to other options

1/13/19, 11:40 AM - PDGÂ©: For star Plus

1/13/19, 2:07 PM - PDGÂ©: If you are ready - you should now respond to Sumantas mail to say the behaviour is normal and give a couple of weeks behaviour to show that - also that people stepping into shows are moving out

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## Chat With Romil Ramgaria

1/13/19, 2:27 PM - Romil Ramgaria Barc: Don't think will have answer today. Meeting the Nielsen team tomorrow. Most likely will meet the star team on Tuesday

1/13/19, 2:29 PM - PDG&C: Got it

1/13/19, 2:29 PM - PDG&C: But before they write too many mails on measurement anomaly

1/13/19, 2:30 PM - PDG&C: Shouldn't we say that we are looking at other issues

1/13/19, 2:42 PM - Romil Ramgaria Barc: Have sent you a draft mail. Am driving. Will send out to them by 345 if you are ok

1/13/19, 2:45 PM - PDG&C: Ok am also driving - stopping and checking

1/13/19, 7:14 PM - Romil Ramgaria Barc: <Media omitted>

1/13/19, 7:14 PM - Romil Ramgaria Barc: <Media omitted>

1/13/19, 7:19 PM - PDG&C: Dd news will debut with number 1??

1/13/19, 7:19 PM - Romil Ramgaria Barc: Yes

1/13/19, 7:20 PM - Romil Ramgaria Barc: Trying to figure on why all dd channels have gone up

1/14/19, 10:15 AM - PDG&C: <https://bestmediainfo.com/2019/01/commentary-ekam-stuck-is-a-hand-in-glove-with-google-and-nielsen/>

1/14/19, 1:23 PM - Romil Ramgaria Barc: <Media omitted>

1/14/19, 1:23 PM - Romil Ramgaria Barc: <Media omitted>

1/14/19, 2:38 PM - PDG&C: There are just 3 homes in panel with more than 1 mosr for same TV set

1/14/19, 2:39 PM - PDG&C: From deepen

1/14/19, 2:39 PM - PDG&C: We will have a problem

1/14/19, 2:39 PM - Romil Ramgaria Barc: Yes I know

1/14/19, 2:39 PM - Romil Ramgaria Barc: It didn't pick up well

1/14/19, 2:39 PM - Romil Ramgaria Barc: In the BI

1/14/19, 2:40 PM - PDG&C: Star and zee expects people to shift to new DPO

1/14/19, 2:40 PM - PDG&C: I told them it will not be fast

1/14/19, 2:40 PM - PDG&C: But they will push

1/14/19, 2:41 PM - Romil Ramgaria Barc: Hmm - we probably need to be active here from our panel standpoint - will chat with Sumit as well on this

1/14/19, 2:42 PM - PDG&C: Yes ASAP

1/14/19, 2:42 PM - Romil Ramgaria Barc: Yes activated

1/14/19, 2:43 PM - PDG&C: Tomorrow s ppt

1/14/19, 2:43 PM - PDG&C: When can we sit on it before star meeting

1/14/19, 2:43 PM - Romil Ramgaria Barc: Tomorrow morning only

1/14/19, 2:43 PM - Romil Ramgaria Barc: Will fix time

1/14/19, 2:44 PM - PDG&C: Make the point that it grew 20 grp in week 47

1/14/19, 2:45 PM - Romil Ramgaria Barc: Yes - saw that - it mostly grew on weekend. But will make that

1/14/19, 2:46 PM - PDG&C: There are rumours that Ashok Venkatraman is working with some panel tampering

1/14/19, 2:46 PM - Romil Ramgaria Barc: Hmm

1/14/19, 2:46 PM - PDG&C: Apparently DNA was going down and going up even on non news days

1/14/19, 2:46 PM - Romil Ramgaria Barc: Hmm

1/14/19, 7:36 PM - PDG&C: Did Gaurav agree to a pre meeting?

1/14/19, 8:54 PM - Romil Ramgaria Barc: Yes at 245. 15 mins before which should be good enough

1/14/19, 8:56 PM - PDG&C: Ok

1/15/19, 9:19 AM - Romil Ramgaria Barc: Think we should take Derrick also along

1/15/19, 9:22 AM - PDG&C: Ok

1/15/19, 9:23 AM - PDG&C: To contribute? Or to hear

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Chat With Romil Ramgaria

1/15/19, 9:23 AM - PDG&: Ask him to be in noon meeting too then  
 1/15/19, 9:31 AM - Romil Ramgaria Barc: More hear and also contribute  
 1/15/19, 9:48 AM - Romil Ramgaria Barc: Elbert and Derrick both will at star for COH meeting from 11-12. They will join on the call  
 1/15/19, 9:49 AM - PDG&: Ok  
 1/15/19, 11:37 AM - PDG&: Sudhanshu's query??  
 1/15/19, 11:53 AM - Romil Ramgaria Barc: Yes - some reworking. You will have it by 3pm. Sorry  
 1/15/19, 11:53 AM - PDG&: ok  
 1/17/19, 10:01 AM - Romil Ramgaria Barc: tv today license is switched off - they have been calling to activate - have told vivek to put an email with a date of closure which he has already defaulted (15th jan)  
 1/17/19, 10:01 AM - Romil Ramgaria Barc: no mail yet from them - but since data release today there will be pressure and calls -  
 1/17/19, 10:01 AM - Romil Ramgaria Barc: Kallie not agreeing to sign the addendum  
 1/17/19, 10:34 AM - PDG&: Hmmm  
 1/17/19, 10:04 AM - PDG&: Hope some mail has gone to them saying it will be an audit issue blah blah  
 1/17/19, 10:05 AM - Romil Ramgaria Barc: yes - couple of mails exchanges on this- going on since months  
 1/17/19, 10:06 AM - PDG&: K  
 1/17/19, 10:07 AM - PDG&: Reason is the watermark switch off clause?  
 1/17/19, 10:07 AM - Romil Ramgaria Barc: yes  
 1/17/19, 1:54 PM - Romil Ramgaria Barc: <Media omitted>  
 1/17/19, 3:25 PM - Romil Ramgaria Barc: <Media omitted>  
 1/17/19, 3:25 PM - Romil Ramgaria Barc: Tata sky W2 calculation is as following  
 1/17/19, 3:25 PM - Romil Ramgaria Barc: <Media omitted>  
 1/17/19, 3:27 PM - PDG&: Fuck  
 1/17/19, 3:27 PM - PDG&: We should send this to gaurav  
 1/17/19, 3:28 PM - PDG&: So that they don't compare anymore  
 1/17/19, 3:31 PM - Romil Ramgaria Barc: Yes. Just getting the actual week 2 numbers also. We have only till Tuesday. Will get till Friday also.  
 1/17/19, 3:31 PM - Romil Ramgaria Barc: Even sony was saying that drop is similar across zapr and Tata Sky  
 1/17/19, 3:31 PM - PDG&: OY-S  
 1/17/19, 3:33 PM - PDG&: Valid point from Sudhanshu - we should not roll out premium numbers till NTC effect is seen  
 1/17/19, 3:34 PM - Romil Ramgaria Barc: Hmmm  
 1/17/19, 3:35 PM - Romil Ramgaria Barc: But atleast let's place that in the board and say we are ready but will rollout only in April or something  
 1/17/19, 3:35 PM - Romil Ramgaria Barc: May be we can come up with a report on premium panel in feb  
 1/17/19, 3:35 PM - Romil Ramgaria Barc: So that their revenues are ok  
 1/17/19, 3:35 PM - Romil Ramgaria Barc: And follow up with data post TRAI  
 1/17/19, 3:35 PM - PDG&: Yes absolutely  
 1/17/19, 3:36 PM - Romil Ramgaria Barc: Whom should I connect PTC for IAA?  
 1/17/19, 3:36 PM - Romil Ramgaria Barc: We are also talking to enter10 and OTV  
 1/17/19, 3:36 PM - PDG&: They need a proposal right?  
 1/17/19, 3:36 PM - PDG&: 15?  
 1/17/19, 3:36 PM - Romil Ramgaria Barc: Yes - have told them to sponsor and help. Someone should send the deliverables and close  
 1/17/19, 3:36 PM - Romil Ramgaria Barc: He has agreed to sponsor  
 1/17/19, 3:37 PM - PDG&: Ok

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## Chat With Romil Ramgaria

1/17/19, 3:37 PM - Romil Ramgaria Barc: Amount will speak to him if that becomes an issue  
 1/17/19, 3:37 PM - PDG&O: Let me check  
 1/17/19, 3:37 PM - Romil Ramgaria Barc: But will get him  
 1/17/19, 3:37 PM - PDG&O: Am arranging for 15 lac proposals  
 1/17/19, 3:45 PM - Romil Ramgaria Barc: Ok  
 1/17/19, 4:30 PM - PDG&O: while talking to Sudhanshu about Star - he said Star and Zee had planned for this ratings blackout from Jan1 and hence were pushing all high points in week 50-52  
 1/17/19, 4:31 PM - PDG&O: he was talking about how Punit and now Sanjay is joined in the hips  
 1/17/19, 4:32 PM - Romil Ramgaria Barc: Hmm. But is he clear that it will not happen?  
 1/17/19, 4:32 PM - PDG&O: he thinks so too - but another interesting thing  
 1/17/19, 4:33 PM - PDG&O: he says he did not mention in front of board  
 1/17/19, 4:33 PM - PDG&O: but Ravi shankar Prasad and Khare apparently wanted this monthly ratings of news channels  
 1/17/19, 4:33 PM - Romil Ramgaria Barc: All teams are working on the Uday meeting tomorrow  
 1/17/19, 4:33 PM - Romil Ramgaria Barc: Just met nadini and Arpit of star Bharat ...even they are now getting into the Uday review presentation  
 1/17/19, 4:33 PM - Romil Ramgaria Barc: Hmm interesting  
 1/17/19, 4:34 PM - Romil Ramgaria Barc: So let Khare push through some angle. Will be better  
 1/17/19, 4:34 PM - PDG&O: there is a chance Khare will be moved  
 1/17/19, 4:34 PM - Romil Ramgaria Barc: Hmm  
 1/18/19, 9:15 AM - PDG&O: <https://m.youtube.com/watch?v=E91bGT9BjYk>  
 Excellent Graphic.  
 1/18/19, 9:15 AM - PDG&O: You may like to share  
 1/18/19, 11:29 AM - Romil Ramgaria Barc: Going to sony to meet danish and Neeraj Vyas  
 1/18/19, 11:29 AM - PDG&O: Ok  
 1/18/19, 11:40 AM - PDG&O: Sudhanshu thought we should release Premium panel data along with Digital - as in TV+Digital for Premium households - it will make a big four lap it up  
 1/18/19, 11:41 AM - PDG&O: i think good idea in a way  
 1/18/19, 11:41 AM - PDG&O: in which case all premium panel homes we should give the UK meter asap  
 1/18/19, 11:44 AM - Romil Ramgaria Barc: Yes good idea - will do once we have the reality mine signed  
 1/18/19, 11:45 AM - PDG&O: yes - we dont have licenses for trial installations?  
 1/18/19, 11:45 AM - PDG&O: only 2000 odd homes right?  
 1/18/19, 11:46 AM - Romil Ramgaria Barc: Yes roughly that. We have 200 trial which we have consumed. Can get 50 more and do some trials now. However the agreement should get closed in 2-3 weeks  
 1/18/19, 11:47 AM - PDG&O: for 2000 homes you may need about 7000 licenses  
 1/18/19, 11:47 AM - PDG&O: but it will be a powerful foot in the door in TV+Digital  
 1/18/19, 11:48 AM - Romil Ramgaria Barc: Yes agree  
 1/18/19, 12:48 PM - Romil Ramgaria Barc: Aren't we better off connecting clients directly with IAA?  
 1/18/19, 12:53 PM - PDG&O: yes maybe - connect Soumen who has written me the mail

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## Chat With Romil Ramgaria

1/18/19, 1:03 PM - PDG&@: From our side who was handling the Nielsen and gain theory rld agreement?

1/18/19, 1:03 PM - PDG&@: There is a lot of crap

1/18/19, 1:04 PM - PDG&@: Mou with neilsen was only for 3 months ( 90 days) which has expired

1/18/19, 1:04 PM - PDG&@: It expired on 15 Th nov

1/18/19, 1:04 PM - PDG&@: Game theory Mou is live

Mou was signed for 3 years

1/18/19, 1:04 PM - Romil Ramgaria Barc: Will chat post the meeting

1/18/19, 1:04 PM - PDG&@: K

1/18/19, 2:57 PM - Romil Ramgaria Barc: Nielsen MOU is also valid as it was extended later

1/18/19, 2:57 PM - Romil Ramgaria Barc: But post the MOU, agreement was to be signed - which we are pushing now

1/18/19, 2:58 PM - PDG&@: Till when?

1/18/19, 2:58 PM - PDG&@: Rajini doesn't know?

1/18/19, 3:00 PM - Romil Ramgaria Barc: Will chat with him. Asti confirmed there is an addendum

1/18/19, 3:21 PM - Romil Ramgaria Barc: <Media omitted>

1/18/19, 3:21 PM - Romil Ramgaria Barc: Rajni was right / nielsen MOU has technically expired since the extension has not been signed by us yet

1/18/19, 3:25 PM - PDG&@: There is a signed copy also

1/18/19, 3:25 PM - PDG&@: Just saw

1/18/19, 3:25 PM - PDG&@: Don't know whether it was mailed/sent to Nielsen

1/18/19, 5:43 PM - PDG&@: CNN News 18 and News 18 India - how much of their growth would you attribute to disti spends like landing

1/18/19, 5:57 PM - Romil Ramgaria Barc: News 18 will be less. Cnn will be high but we have not let it release and bought it back to almost same levels - but still it would be 10-15%

1/18/19, 5:57 PM - Romil Ramgaria Barc: Landing is largely in times and republic

1/18/19, 5:58 PM - PDG&@: ok

1/18/19, 5:58 PM - PDG&@: news18 is organic?

1/18/19, 6:00 PM - Romil Ramgaria Barc: Largel organic - content, break and scheduling changes

1/19/19, 5:20 PM - PDG&@: [https://theprint.in/governance/coming-soon-to-your-tv-screens-barkha-dutt-karan-thapar-via-kapil-sibal-channel/179857/amp/?\\_twitter\\_impression=true](https://theprint.in/governance/coming-soon-to-your-tv-screens-barkha-dutt-karan-thapar-via-kapil-sibal-channel/179857/amp/?_twitter_impression=true)

1/21/19, 1:56 PM - Romil Ramgaria Barc: <https://www.thehindubusinessline.com/opinion/below-the-line/article26043427.ece>

The grapevine is that Union Transport Minister Nitin Gadkari gave media baron Subhash Chandra the cold shoulder recently. It appears that several Central road projects awarded to Chandra's Essel Infraprojects were executed shoddily. When Chandra went to meet Gadkari to resolve the issue, the Minister not only made him wait for an hour-and-a-half outside his office, but also warned of confiscating Essel Infraprojects's bank guarantee money, if it did not mend its ways. Gadkari apparently has given a three-month notice to Essel to implement road projects to the satisfaction of his department or face action.

1/21/19, 1:58 PM - PDG&@: Hmmm

1/21/19, 2:28 PM - PDG&@: you introduced Soumen to those three guys? he sent the ppt?

1/22/19, 7:29 AM - Romil Ramgaria Barc: Am in chennai today with Derrick to meet sun, star and puthiya

1/22/19, 7:29 AM - Romil Ramgaria Barc: OOH - proposing to quote 3cr for sony and sony HD, and 6cr for all Sony channels?

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Chat With Romil Ramgaria

1/22/19, 7:41 AM - PDG&@: Pls make sure Star doesn't get upset - they may ask for a discount? Also that we increase the number of meters in this bargain to about 2500

1/22/19, 7:42 AM - PDG&@: Ok

1/22/19, 7:59 AM - Romil Ramgaria Barc: We will inform star that we are pitching to sony and if we get them we will invest behind bettering the methodology

1/22/19, 7:59 AM - PDG&@: Pls tell Vikas that we received no other letter and his letter was too broad based and we already have a policy on this

1/22/19, 8:00 AM - PDG&@: Yes

1/22/19, 8:00 AM - Romil Ramgaria Barc: Hmm ok

1/22/19, 8:01 AM - PDG&@: And now it's too late

1/22/19, 8:24 AM - Romil Ramgaria Barc: <Media omitted>

1/22/19, 8:25 AM - Romil Ramgaria Barc: Received this list yesterday and have sent to Suma and Venkat

1/22/19, 8:25 AM - Romil Ramgaria Barc: Hugh tampering in AP and karanataka by producers

1/22/19, 8:25 AM - Romil Ramgaria Barc: Getting this checked with common names also as per article

1/22/19, 8:26 AM - PDG&@: Ok

1/22/19, 8:26 AM - PDG&@: Got it from some channel?

1/22/19, 8:27 AM - PDG&@: Like Kerala should we propose to meet the biggies and say we will stop ratings in the market?

1/22/19, 8:28 AM - Romil Ramgaria Barc: From a producer who is in pain

1/22/19, 8:28 AM - Romil Ramgaria Barc: Please do something sir & do justice for genuine producers like me ॐ-ॐ

1/22/19, 8:28 AM - Romil Ramgaria Barc: My worry is I invested all my money and took loans for this business and if they stopped my serial I'm totally gone sir

1/22/19, 8:28 AM - PDG&@: Hmmm

1/22/19, 8:28 AM - Romil Ramgaria Barc: I can trust this guy - very honest

1/22/19, 8:29 AM - Romil Ramgaria Barc: We should - and tell itâ€™s an issue and we can double up the sample in these two markets if they can invest more

1/22/19, 8:30 AM - PDG&@: Ok let's think on this

1/22/19, 8:31 AM - PDG&@: Maybe put an advisory this week??

1/22/19, 8:32 AM - Romil Ramgaria Barc: Hmm we can - for both the markets

1/22/19, 8:34 AM - Romil Ramgaria Barc: Or it will look reactive to the article? Most likely I Venkat may also forward or raise in the board meeting - so May be better to put

1/22/19, 8:53 AM - PDG&@: Yes

1/22/19, 11:07 AM - Romil Ramgaria Barc: Checked both pmo and mib: at multiple levels: they say unaware and uninterested in dd being in English genre.

1/22/19, 11:07 AM - Romil Ramgaria Barc: Message From Arnab

1/22/19, 11:07 AM - Romil Ramgaria Barc: Spoke to vikas - they are requesting not to do this -

1/22/19, 11:07 AM - PDG&@: boss cant do much now - we can institute a consultation once we get some more requests - we already have a policy and have to act on it

1/22/19, 11:07 AM - PDG&@: even your letter was asking us to have a policy - which we have

1/22/19, 11:07 AM - PDG&@: trust me - i asked Shashi too - he says you will not be affected in ad sales

1/22/19, 11:07 AM - PDG&@: he also was not supportive of this at this stage - we cant take any risk of antagonising Govt

1/22/19, 11:07 AM - PDG&@: thanks to Madam they already have a weird opinion

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## Chat With Romil Ramgaria

1/22/19, 11:08 AM - PDG&@: i got too - this is what i wrote  
 1/22/19, 11:08 AM - Romil Ramgaria Barc: He is arranging for revised republic letter and one more from NDTV  
 1/22/19, 11:10 AM - Romil Ramgaria Barc: It&#x2013;s unlikely letter will come in the next 2-3 hours today- I will not push vikas on the letters anymore - should we go ahead and release it in the genre?  
 1/22/19, 11:10 AM - PDG&@: in my view yes  
 1/22/19, 11:11 AM - PDG&@: we can still review policy once letters come  
 1/22/19, 11:11 AM - Romil Ramgaria Barc: Yes ok  
 1/22/19, 11:18 AM - Romil Ramgaria Barc: Venkat has pushed back heavily in last 2 weeks with ETV and ZEE on tampering - hence he feels that if we take this advisory out may impact his version which was very recent -  
 1/22/19, 11:19 AM - Romil Ramgaria Barc: The position we are maintaining is that 70% of homes have been changed in the last 6-9 months in AP market  
 1/22/19, 11:23 AM - PDG&@: Just had a word with Punit Mishra  
 1/22/19, 11:23 AM - PDG&@: Pls call  
 1/22/19, 11:35 AM - PDG&@: pls tell him we can take it up for review later but it has to go like what is stated in our present policy - for now  
 1/22/19, 11:35 AM - PDG&@: tell him even Shashi doesnt agree to this change till a review is done  
 1/22/19, 11:35 AM - PDG&@: they should have woken up when we told them earlier some six months back  
 1/22/19, 11:36 AM - PDG&@: and Shashi like me thinks it will not affect their sales  
 1/22/19, 11:45 AM - Romil Ramgaria Barc: Yes have told him  
 1/22/19, 3:33 PM - PDG&@: For panel representativeness should we not ask TRAI and MIB to give us which channel is available in how many homes and where post NTO?  
 1/22/19, 3:33 PM - PDG&@: What do you think  
 1/22/19, 3:34 PM - PDG&@: We will otherwise need a BI right? For estimating Universe?  
 1/22/19, 3:36 PM - Romil Ramgaria Barc: We can possibly give them a format - let&#x2013;s ask from them - ideally they can get this info and push it to us  
 1/22/19, 3:37 PM - PDG&@: Yes we should also push them  
 1/22/19, 3:37 PM - PDG&@: And write this is fir panel representativeness  
 1/22/19, 3:38 PM - Romil Ramgaria Barc: Yes ok  
 1/22/19, 3:38 PM - PDG&@: Rathore s comment what we heard was not good  
 1/22/19, 3:38 PM - PDG&@: We are just not building relationships there  
 1/22/19, 3:38 PM - PDG&@: So we push them hard so that they listen to us  
 1/22/19, 3:39 PM - PDG&@: Or we raise questions in public platforms to embarrass  
 1/22/19, 3:39 PM - Romil Ramgaria Barc: My sense is neither will help - TRAI and MIB are disconnected  
 1/22/19, 3:39 PM - Romil Ramgaria Barc: At least we have a good equation in TRAI  
 1/22/19, 3:39 PM - Romil Ramgaria Barc: MIB for us is weak  
 1/22/19, 3:40 PM - PDG&@: Yes I agree so we write to MIB - they will refer it to TRAI  
 1/22/19, 3:40 PM - Romil Ramgaria Barc: We need to build more equity there - specially with Khare - but now he may also be gone - hence directly with Rathore only  
 1/22/19, 3:40 PM - PDG&@: But MIB will also know that they are unaware  
 1/22/19, 3:41 PM - PDG&@: Khare news - not sure now - two people told me it's untrue  
 1/22/19, 3:41 PM - Romil Ramgaria Barc: We can write to MIB in response to their rating suspension letter to us




Chat With Romil Ramgaria

1/22/19, 3:41 PM - Romil Ramgaria Barc: And ask for this  
 1/22/19, 3:41 PM - PDG&C: Yes  
 1/22/19, 3:41 PM - PDG&C: Pls send me a draft  
 1/22/19, 3:41 PM - Romil Ramgaria Barc: Yes ok  
 1/22/19, 3:41 PM - PDG&C: You should meet Sahay  
 1/22/19, 3:42 PM - PDG&C: Shantanu should but he is not  
 1/22/19, 3:42 PM - PDG&C: We cannot only react to something that they tell us  
 1/22/19, 3:42 PM - Romil Ramgaria Barc: Will try and meet Sahay next week  
 1/22/19, 3:42 PM - PDG&C: Proactively we should  
 1/22/19, 3:42 PM - Romil Ramgaria Barc: Yes ok  
 1/22/19, 3:47 PM - Romil Ramgaria Barc: My star Vijay meeting is running late.  
 Will try and step out for the call  
 1/22/19, 3:48 PM - PDG&C: ok  
 1/22/19, 3:48 PM - PDG&C: it will at most half hour  
 1/22/19, 3:48 PM - Romil Ramgaria Barc: Yes - will step out and join  
 1/22/19, 5:13 PM - PDG&C: Pls call when free - on Telegu  
 1/22/19, 5:33 PM - PDG&C: Check if we should present slot by slot timelines for both Telegu and Kannada or just telegu  
 1/22/19, 5:33 PM - PDG&C: What else with Mishra - digital ?  
 1/22/19, 5:34 PM - PDG&C: Any other RLD level insight we can present?  
 1/22/19, 5:42 PM - Romil Ramgaria Barc: We can present the episodic insights, premium panel, niche, audit and tv plus digital  
 1/22/19, 5:42 PM - Romil Ramgaria Barc: Half the ppt is ready - will put it in together  
 1/22/19, 5:44 PM - PDG&C: For this also see Rzero data  
 1/22/19, 5:44 PM - Romil Ramgaria Barc: Need to raise the televue point also - as that will impact revenues  
 1/22/19, 5:44 PM - Romil Ramgaria Barc: Yes - let's present Telugu only  
 1/22/19, 5:44 PM - PDG&C: We should spot where all are possible Tampering  
 1/22/19, 5:44 PM - PDG&C: And which producers  
 1/22/19, 5:44 PM - PDG&C: Yes  
 1/22/19, 5:44 PM - PDG&C: Ask for one hour  
 1/22/19, 5:44 PM - Romil Ramgaria Barc: Yes  
 1/22/19, 5:48 PM - PDG&C: We could also look at presenting the same Telegu data one by one to all three other in Hyderabad spending two days there  
 1/22/19, 5:48 PM - PDG&C: Instead of all together - which can raise other kinds of issues  
 1/22/19, 5:49 PM - PDG&C: And then do a mail to all four  
 1/22/19, 5:49 PM - PDG&C: Saying we have spoken to you all  
 1/22/19, 5:49 PM - PDG&C: Let's think thru  
 1/22/19, 5:49 PM - PDG&C: Let's see the data first  
 1/22/19, 8:20 PM - PDG&C: Praveen and Vivek i spoke to both of you on will barc panel remain representative post trai new order on packs . Vivek will give inputs which Praveen will cross check and validate. I have aligned partho...would have joined the call but had to come to the dentist due to a problem  
 1/22/19, 8:20 PM - PDG&C: Will debrief  
 1/22/19, 8:20 PM - PDG&C: From shashi  
 1/23/19, 7:03 AM - PDG&C: Will do so. Prima facie, he makes sense. Will give you independent POV. Can you wait till we meet Monday by lunch time, where I can take you through my POV. Else, will try my best to close my POV by Friday/Saturday.  
 1/23/19, 7:03 AM - PDG&C: We have to formally present to techcom and ideally ibwould want to align ourselves by the weekend

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## Chat With Romil Ramgaria

1/23/19, 7:03 AM - PDG&@: Will work with the team to close work by Friday/Saturday. Will target to mail you slides with POV by Saturday, subject to getting information from BARC and BARC permitting two identified people to work for next four days on this.

1/23/19, 7:03 AM - PDG&@: My exchange with Praveen last night after his chat with vivek

1/23/19, 7:03 AM - PDG&@: From Shashi

1/23/19, 2:49 PM - PDG&@: in case you've missed:  
<https://www.moreaboutadvertising.com/2019/01/kantar-chief-eric-salama-stabbed-in-london-attack/>

1/23/19, 11:27 PM - PDG&@: Wtf is Shantanu and Seema saying??

1/23/19, 11:27 PM - PDG&@: Pls read mails

1/23/19, 11:32 PM - Romil Ramgaria Barc: 60% is basis content duration. For defining regional for the 6 states or 70% threshold is basis viewership

1/23/19, 11:34 PM - PDG&@: Can't we clear on such things

1/23/19, 11:34 PM - PDG&@: Than give a narrative that can lead to doubts?

1/23/19, 11:34 PM - PDG&@: And people asking five more questions

1/23/19, 11:35 PM - PDG&@: Are we working on giving self goals??

1/23/19, 11:38 PM - Romil Ramgaria Barc: It can be more clear but If one reads with above understanding again it is somewhat clear that channel genre is basis duration and regional is basis viewership

1/23/19, 11:40 PM - PDG&@: But why bring in regional issue when in this context it's not required

1/23/19, 11:40 PM - PDG&@: It will simply make people ask more questions

1/23/19, 11:40 PM - PDG&@: And definitely we should amend the policy to be clear too but later

1/23/19, 11:41 PM - Romil Ramgaria Barc: That&@'s in the genre policy. Currently we are only talking about increase in news duration

1/23/19, 11:41 PM - PDG&@: Yes so why bring in viewership as written by Seema

1/23/19, 11:41 PM - PDG&@: It's just about news duration

1/23/19, 11:41 PM - Romil Ramgaria Barc: She cut pasted the entire genre policy

1/23/19, 11:42 PM - PDG&@: Look at her first draft

1/23/19, 11:42 PM - PDG&@: We need to understand context

1/23/19, 11:42 PM - PDG&@: And not Witte something to make people ask more questions

1/23/19, 11:42 PM - PDG&@: Just the way I did - any reader or journo will do that

1/23/19, 11:43 PM - PDG&@: Write

1/23/19, 11:44 PM - Romil Ramgaria Barc: Yes - true. Her response was not direct

1/23/19, 11:46 PM - PDG&@: Pls get this team in line Romil - not proactive - doesn't think thru

1/23/19, 11:46 PM - PDG&@: It's testing my patience now

1/24/19, 12:17 PM - PDG&@: who is Punit Pandey in 9XM

1/24/19, 12:17 PM - Romil Ramgaria Barc: Revenue head I think - let me check

1/24/19, 12:20 PM - PDG&@: Revenue head is Pawan

1/24/19, 12:20 PM - Romil Ramgaria Barc: He is the CBO of 9Xm

1/24/19, 12:20 PM - PDG&@: ok

1/24/19, 12:21 PM - PDG&@: pls ask team if there is any context i should know - wants to meet me ref PG


1/24/19, 12:48 PM - Romil Ramgaria Barc: There have been no queries as such/ or issues with 9x

1/24/19, 12:48 PM - Romil Ramgaria Barc: Plus they don't have any new channels lined up....basis recent conversations.

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## Chat With Romil Ramgaria

1/24/19, 12:48 PM - Romil Ramgaria Barc: The only thing I can think of would be if it is linked to nto...or maybe a general hi/hello  
 1/24/19, 12:48 PM - PDG&A: Ok  
 1/24/19, 2:03 PM - PDG&A: <Media omitted>  
 1/24/19, 3:22 PM - Romil Ramgaria Barc: Anuj will join the call around 430/445  
 1/24/19, 3:23 PM - PDG&A: ok  
 1/24/19, 4:35 PM - Romil Ramgaria Barc: Paritosh coming tomorrow. Sakshi will be with him  
 1/24/19, 4:37 PM - PDG&A: Ok  
 1/24/19, 6:41 PM - Romil Ramgaria Barc: Kevin suggesting do one meeting individually and then one collectively  
 1/24/19, 6:42 PM - Romil Ramgaria Barc: I messaged Amit Chopra again - he is proposing to meet next week - as he is traveling  
 1/24/19, 6:50 PM - PDG&A: Ivenkat feels one on one will be better  
 1/24/19, 6:50 PM - PDG&A: But he thinks we should record the meeting  
 1/24/19, 7:03 PM - Romil Ramgaria Barc: Hmm. So then let's do individually.  
 1/24/19, 7:03 PM - PDG&A: Yes  
 1/24/19, 7:04 PM - Romil Ramgaria Barc: Kevin told we can do the meeting in Mumbai also  
 1/24/19, 7:04 PM - PDG&A: Can we record?  
 1/24/19, 7:04 PM - Romil Ramgaria Barc: So ZEE and star can be in Mumbai  
 1/24/19, 7:04 PM - PDG&A: He is based in Mumbai that's why  
 1/24/19, 7:04 PM - Romil Ramgaria Barc: We will minute it rather than recording  
 1/24/19, 7:04 PM - PDG&A: Yes  
 1/24/19, 7:04 PM - Romil Ramgaria Barc: And ETV and sun can be in Hyderabad  
 1/24/19, 7:04 PM - PDG&A: Yes  
 1/24/19, 7:05 PM - Romil Ramgaria Barc: We can fix a date in the week of 4th feb for Hyderabad  
 1/24/19, 7:05 PM - PDG&A: Ok  
 1/24/19, 8:43 PM - Romil Ramgaria Barc:  
[https://www.cnbctv18.com/technology/sony-corp-in-race-to-pick-up-stake-in-zee-entertainment-2064721.htm?utm\\_source=whatsapp&utm\\_medium=referral&utm\\_campaign=whatsappmsg](https://www.cnbctv18.com/technology/sony-corp-in-race-to-pick-up-stake-in-zee-entertainment-2064721.htm?utm_source=whatsapp&utm_medium=referral&utm_campaign=whatsappmsg)  
 1/24/19, 8:50 PM - PDG&A: 8Y"  
 1/25/19, 11:37 AM - Romil Ramgaria Barc: <Media omitted>  
 1/25/19, 11:37 AM - Romil Ramgaria Barc: <Media omitted>  
 1/25/19, 11:37 AM - Romil Ramgaria Barc: <Media omitted>  
 1/25/19, 11:37 AM - Romil Ramgaria Barc: <Media omitted>  
 1/25/19, 11:38 AM - Romil Ramgaria Barc: Anuj wanted these letters. Want to use reliance's influence to do something here  
 1/25/19, 11:40 AM - PDG&A: ???  
 1/25/19, 11:40 AM - PDG&A: As in?  
 1/25/19, 11:40 AM - PDG&A: How does he know about these letters  
 1/25/19, 11:40 AM - PDG&A: If Punit has told him it's different  
 1/25/19, 12:36 PM - PDG&A: Indiacast may be jumping due to CNBC and Budget day - but its late i guess  
 1/25/19, 12:37 PM - Romil Ramgaria Barc: One budget shouldn't impact them so much - also low category in overall scheme of things  
 1/25/19, 12:37 PM - PDG&A: no - for a business channel and business newspaper budget day is a huge money spinner  
 1/25/19, 12:38 PM - PDG&A: for them its big - not in the larger scheme of things  
 1/25/19, 12:38 PM - Romil Ramgaria Barc: It is - but they they will write basis history - so this year will be ok / and next year again they can spin on NTO etc

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Chat With Romil Ramgaria

1/25/19, 12:39 PM - PDG&@: for all you know - if MSOs go by the books - they may not carry CNBC

1/25/19, 12:39 PM - PDG&@: and advertisers would penalise them and ask for make goods - advertisers will go by what they would have been tol;d

1/25/19, 12:40 PM - PDG&@: and hence that other mail on MSO/DTH tracking from 1st Feb

1/25/19, 12:40 PM - Romil Ramgaria Barc: But other mail you meant base pack?

1/25/19, 12:40 PM - PDG&@: no

1/25/19, 12:41 PM - PDG&@: base pack obviously and also any other

1/25/19, 12:41 PM - Romil Ramgaria Barc: So technically all channels will be there na? From availability standpoint? Across packs it will be there -

1/25/19, 12:41 PM - Romil Ramgaria Barc: Also ala carte is always there

1/25/19, 12:41 PM - PDG&@: dont know

1/25/19, 12:41 PM - PDG&@: lets pick up base pack first

1/25/19, 12:42 PM - PDG&@: technically what you are saying is right but dont know what these guys will finally do

1/25/19, 12:42 PM - Romil Ramgaria Barc: But to publish only basis base pack something from BARC - May lead to carriage fees hoarding na

1/25/19, 12:42 PM - Romil Ramgaria Barc: We should track and then take a call whether to report etc

1/25/19, 12:42 PM - PDG&@: base pack is published anyways and is public

1/25/19, 12:42 PM - PDG&@: yes l;ets see the data

1/25/19, 12:42 PM - Romil Ramgaria Barc: Yes

1/25/19, 2:21 PM - Romil Ramgaria Barc: Hiyana has got hurt and we need to get stitches done. Wonâ€™t be able to make to office today

1/25/19, 2:26 PM - PDG&@: oh

1/25/19, 2:26 PM - PDG&@: hope not that bad

1/25/19, 2:26 PM - PDG&@: hows your wife

1/25/19, 2:26 PM - PDG&@: 'all ok?

1/25/19, 2:27 PM - Romil Ramgaria Barc: She was in pain and dizziness after she came out. It was also a decent size lump

1/25/19, 2:28 PM - Romil Ramgaria Barc: The cut is little bad on the forehead - would need stitches to avoid scar

1/25/19, 2:28 PM - PDG&@: oho

1/25/19, 2:28 PM - PDG&@: yes would take a couple of hours - its GA afterall

1/25/19, 2:30 PM - Romil Ramgaria Barc: Yeah - but all ok

1/25/19, 4:37 PM - PDG&@: Zee Entertainment hits new 52-week low, cracks 25% with hefty volumes

Sameer Kalra - Equity Research Analyst & Founder of Target Investing, who has sell call on the stock, said there are two factors effecting the company in short term which will keep the downside risk high.  
<http://www.moneycontrol.com/news/business/markets/zee-entertainment-hits-new-52-week-low-cracks-25-with-hefty-volumes-3435661.html>

1/25/19, 4:56 PM - Romil Ramgaria Barc: Yup

1/25/19, 4:56 PM - Romil Ramgaria Barc: SFIO fraud

1/25/19, 4:56 PM - Romil Ramgaria Barc: <https://thewire.in/political-economy/what-a-company-suspected-of-demonetisation-deposits-has-to-do-with-essel-group>

Zee down 10%

1/25/19, 4:56 PM - Romil Ramgaria Barc: <Media omitted>

1/25/19, 4:57 PM - PDG&@: this is serious

1/25/19, 4:58 PM - Romil Ramgaria Barc: Yup. It will get badgered unless they announce a buyer soon and at a good valuation

1/25/19, 9:00 PM - PDG&@: <Media omitted>

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## Chat With Romil Ramgaria

1/25/19, 9:01 PM - Romil Ramgaria Barc: I think this is fake - circulating since morning

1/25/19, 9:03 PM - PDG&A: It's real

1/25/19, 9:03 PM - PDG&A: Checked

1/25/19, 10:35 PM - PDG&A: Has those three channels confirmed to IAA?

1/26/19, 8:41 AM - Romil Ramgaria Barc: If they have reverted to soumen directly - will check and follow up

1/26/19, 9:16 AM - PDG&A: Heard they havent

1/26/19, 9:16 AM - PDG&A: Pls get it done

1/26/19, 3:57 PM - Romil Ramgaria Barc: With the ZEE mess, Punit may not turn for the board meet

1/26/19, 3:58 PM - Romil Ramgaria Barc: Election or chairman etc goes for a toss

1/26/19, 7:02 PM - PDG&A: Till now no indication of that

1/26/19, 7:03 PM - PDG&A: Think he will come

1/26/19, 7:03 PM - PDG&A: Let's see

1/26/19, 7:03 PM - Romil Ramgaria Barc: Hmm ok

1/26/19, 8:34 PM - Romil Ramgaria Barc: <Media omitted>

1/26/19, 8:42 PM - PDG&A: Which would be this

1/26/19, 8:43 PM - Romil Ramgaria Barc: Some NBFC looks like - don't know whether genuine or fake

1/26/19, 8:44 PM - PDG&A: Till now they have done good exposes

1/26/19, 8:44 PM - Romil Ramgaria Barc: Yes

1/26/19, 8:44 PM - PDG&A: Just that they don't know how to get best impact

1/26/19, 8:44 PM - Romil Ramgaria Barc: Hmm -

1/27/19, 10:11 AM - PDG&A: MOSR was never a primary control variable right?

1/27/19, 10:11 AM - PDG&A: Pls read the conversation with Paritosh and Shashi

1/27/19, 10:12 AM - Romil Ramgaria Barc: As per DOM it was - not for weighting but sampling

1/27/19, 10:12 AM - PDG&A: What does that mean

1/27/19, 10:13 AM - PDG&A: If it's a primary control variable then it would be used for sampling and weighting

1/27/19, 10:13 AM - PDG&A: Pls call

1/27/19, 10:13 AM - Romil Ramgaria Barc: Yes - I meant it was a variable for sampling - you are right, it was never a primary variable / but Paritosh can argue it was sampling always not weighting

1/27/19, 10:13 AM - Romil Ramgaria Barc: Calling you in 5

1/27/19, 10:13 AM - PDG&A: Ok

1/27/19, 11:22 AM - Romil Ramgaria Barc: Shashi called. He wants to do a call between 5 of us including PT and Paritosh. Should I suggest 2pm? Just getting discharged etc

1/27/19, 11:27 AM - PDG&A: Am ok

1/27/19, 11:50 AM - Romil Ramgaria Barc: 022 6629 0000 code 8673549# call at 2pm between Shashi, Partho, paritosh, Praveen Tripathi and Romil on NTO analysis. Calendar invite has also been sent.

1/28/19, 11:13 AM - Romil Ramgaria Barc: for core tech comm today - do you want anyone else apart from PT today?

1/28/19, 11:13 AM - PDG&A: somebody to minute

1/28/19, 11:13 AM - Romil Ramgaria Barc: three agendas - premium, niche and NTO

1/28/19, 11:13 AM - PDG&A: also PT can come in only for NTO section - not niche and premium

1/28/19, 11:14 AM - PDG&A: Pekham could be there - she only made the presentation right?

1/28/19, 11:14 AM - PDG&A: she could present those two sections too

1/28/19, 11:18 AM - Romil Ramgaria Barc: Yes ok

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Chat With Romil Ramgaria

1/28/19, 11:21 AM - Romil Ramgaria Barc: pekham is not in office this week  
1/28/19, 11:25 AM - PDG&C: ok so ask Manashi who should  
1/28/19, 11:26 AM - PDG&C: pls send deck to Shashi  
1/28/19, 11:26 AM - PDG&C: should not be a surprise  
1/28/19, 11:26 AM - Romil Ramgaria Barc: Yes ok. With PT only.  
1/28/19, 11:26 AM - PDG&C: i mean the niche and premium ppts  
1/28/19, 11:27 AM - Romil Ramgaria Barc: Yes  
1/28/19, 11:27 AM - PDG&C: on PTs ppt - that point that transition will be deemed complete when total TV is +- 10% - i dont agree  
1/28/19, 11:28 AM - PDG&C: this macro way of looking at thiongs is what failed us when we started  
1/28/19, 11:34 AM - Romil Ramgaria Barc: He is putting three conditions / total tv, genre and consumer choice  
1/28/19, 11:34 AM - PDG&C: Too long a ppt  
1/28/19, 6:00 PM - PDG&C: Should we put NTO discussion last tomorrow?  
1/28/19, 6:00 PM - PDG&C: Other agendas can get hijacked  
1/28/19, 6:03 PM - Romil Ramgaria Barc: Yes agree - let's put it before digital as the second last item  
1/28/19, 6:04 PM - PDG&C: Pls tell manashi  
1/28/19, 6:04 PM - Romil Ramgaria Barc: Ok  
1/28/19, 6:05 PM - PDG&C: Told them to circulate minutes asap  
1/28/19, 6:05 PM - PDG&C: Pls have a look  
1/28/19, 6:05 PM - Romil Ramgaria Barc: Ok  
1/28/19, 7:23 PM - Romil Ramgaria Barc: Apparently this is on Essel Group  
1/28/19, 7:28 PM - PDG&C: Is it? Someone said NBFC  
1/28/19, 7:28 PM - Romil Ramgaria Barc: Very strong rumors on it being Essel Group - amount also similar  
1/28/19, 7:28 PM - PDG&C: Hmmm  
1/28/19, 7:36 PM - Romil Ramgaria Barc: ABP is coming up with a second hindi news channel  
1/28/19, 7:36 PM - Romil Ramgaria Barc: Possibly in March  
1/28/19, 7:37 PM - PDG&C: I heard the rumours  
1/28/19, 7:37 PM - PDG&C: But really?  
1/28/19, 7:37 PM - Romil Ramgaria Barc: Yup -  
1/28/19, 7:38 PM - PDG&C: Do we have launched date notifications on sun Bangla and Republic Bharat?  
1/28/19, 7:38 PM - PDG&C: Launch date  
1/28/19, 7:39 PM - Romil Ramgaria Barc: Too much crowded the space will be Æ"  
1/28/19, 7:39 PM - Romil Ramgaria Barc: Sun Bangla - feb 3 - Gemini news license changed  
1/28/19, 7:39 PM - Romil Ramgaria Barc: Bharat - next Saturday  
1/28/19, 7:41 PM - PDG&C: K  
1/28/19, 7:41 PM - Romil Ramgaria Barc: <Media omitted>  
1/28/19, 7:41 PM - Romil Ramgaria Barc: <Media omitted>  
1/28/19, 7:41 PM - Romil Ramgaria Barc: Have got the PP universe tweaked a bit city wise  
1/28/19, 7:42 PM - PDG&C: K  
1/29/19, 3:03 PM - Romil Ramgaria Barc: <Media omitted>  
1/29/19, 3:03 PM - Romil Ramgaria Barc: Cobra post in on DHFL  
1/29/19, 3:07 PM - PDG&C: Crazy  
1/29/19, 3:08 PM - Romil Ramgaria Barc: Roundtripping through unsecured loans to shell companies  
1/29/19, 3:08 PM - Romil Ramgaria Barc: 20 cr donated to BJP

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Chat With Romil Ramgaria

1/29/19, 3:08 PM - Romil Ramgaria Barc: Connivance of public figures ... because DHFL enjoys AAA rating  
1/29/19, 3:08 PM - Romil Ramgaria Barc: 32 public sector banks exposure  
1/29/19, 3:09 PM - PDG&C: Rajendra Mehta is there na  
1/29/19, 3:09 PM - PDG&C: These Ratings have no meaning  
1/29/19, 3:11 PM - Romil Ramgaria Barc: Yup  
1/29/19, 3:11 PM - Romil Ramgaria Barc: Yes  
1/29/19, 3:46 PM - Romil Ramgaria Barc: After being turned down by Sharma, broadcasters planning to approach Ministry via IBF  
1/29/19, 3:46 PM - Romil Ramgaria Barc: For ratings suspension  
1/29/19, 5:05 PM - Romil Ramgaria Barc: <Media omitted>  
1/29/19, 5:08 PM - PDG&C: We should fix a meeting with Sanjay soon and show premium numbers  
1/29/19, 5:08 PM - Romil Ramgaria Barc: Yes - and we will initiate digital as well on this  
1/29/19, 11:58 PM - PDG&C: Getting reminders from IAA  
1/29/19, 11:58 PM - PDG&C: Pls check on the three proposals  
1/30/19, 1:40 PM - PDG&C: any revert?  
1/30/19, 3:09 PM - Romil Ramgaria Barc: Can we do the 5th mtg at our Andheri office. We can do lunch as well as the mtg. Let me know if it works.  
1/30/19, 3:09 PM - Romil Ramgaria Barc: Message from Kevin for telegu and Kannada..Ok to confirm?  
1/30/19, 3:11 PM - PDG&C: Yes  
1/30/19, 3:45 PM - PDG&C: When do we see the revised white paper  
1/30/19, 3:45 PM - PDG&C: PTs  
1/30/19, 3:45 PM - Romil Ramgaria Barc: He is working on it. Tomorrow morning along with a 2 page note  
1/30/19, 3:46 PM - PDG&C: Punit wants to see ISAs circular  
1/30/19, 3:46 PM - PDG&C: Isa won't till they get this  
1/30/19, 3:46 PM - Romil Ramgaria Barc: Ok. Let me expedite  
1/30/19, 3:47 PM - PDG&C: Send to all techcomm members for their inputs  
1/30/19, 3:47 PM - Romil Ramgaria Barc: Ok  
1/30/19, 3:47 PM - PDG&C: And give them a time limit to respond  
1/30/19, 4:41 PM - Romil Ramgaria Barc: yes - PT is coming to office now - also bangladesh RFP tomorrow is the last date of submission  
1/30/19, 4:41 PM - Romil Ramgaria Barc: team is still working on the same and shall send the final version today  
1/30/19, 4:48 PM - Romil Ramgaria Barc: APFSL has also signed agreement with us (AP fibre) - we are now working with them for data transfer etc  
1/30/19, 4:49 PM - PDG&C: Ok  
1/30/19, 5:21 PM - Romil Ramgaria Barc: on NTO - if any clients ask, we should state that we are working with the Tech comm and Board members to come up with an advisory - they should also hear soon from their respective bodies (ISA, IBF and AAAI) on this soon...currently there is no confirmation on ratings suspension and hence it will continue till they further hear from us..  
1/30/19, 5:21 PM - Romil Ramgaria Barc: this is what i am telling to all the BD team members -  
1/30/19, 5:42 PM - PDG&C: Yes ok  
1/30/19, 5:42 PM - PDG&C: Basically they should check with their bodies  
1/30/19, 5:42 PM - PDG&C: We feel data will be unreliable  
1/30/19, 5:43 PM - Romil Ramgaria Barc: ok  
1/30/19, 6:24 PM - Romil Ramgaria Barc: We are not putting the AP tampering note in heads up tomorrow

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## Chat With Romil Ramgaria

1/30/19, 6:24 PM - Romil Ramgaria Barc: Should we put in the heads up that we shall come up with an NTO advisory soon or may be next week?

1/30/19, 6:25 PM - PDG&C: Let's put this

1/30/19, 6:25 PM - Romil Ramgaria Barc: Ok

1/30/19, 6:30 PM - PDG&C: I will organise a meeting with a measurement sub committee of MMA

1/30/19, 6:31 PM - PDG&C: There are Google, Nielsen etc being discussed

1/30/19, 6:31 PM - Romil Ramgaria Barc: Ok

1/30/19, 6:31 PM - PDG&C: We should show what we could do with say the Brit meter

1/30/19, 6:31 PM - PDG&C: Cross media

1/30/19, 6:31 PM - Romil Ramgaria Barc: Ok

1/30/19, 7:18 PM - PDG&C: Any update?

1/30/19, 7:28 PM - Romil Ramgaria Barc: PTC is closing at 10. Trying for 2 more to close. Talking to 4-5 right now

1/30/19, 7:28 PM - PDG&C: Ok

1/30/19, 7:28 PM - PDG&C: But pls quickly

1/30/19, 7:28 PM - Romil Ramgaria Barc: Yes

1/30/19, 7:49 PM - Romil Ramgaria Barc: The New Tariff Order is due to take effect from 1st Feb 2019 &C" BARC India is working closely with the BARC Board and Technical Committee to come up with an advisory note that will be shared at the earliest. In the mean time you may reach out to your respective bodies (IBF, ISA or AAAI) in case of any clarifications.

There are many rumours/discussions on Ratings suspension and we would like to clarify that at this point the ratings will continue to be published. In case there is any decision taken to suspend the ratings by the BARC Board along with key stakeholders &C" IBF/AAI/ISA then we will immediately send out an update to BARC subscribers.

1/30/19, 7:49 PM - Romil Ramgaria Barc: For tomorrow&C"s heads up

1/30/19, 7:50 PM - PDG&C: Second para I have doubts but let me get back

1/30/19, 7:53 PM - Romil Ramgaria Barc: We can just do the first para also / but everyone is calling and asking about this - verbally we are maintaining this

1/30/19, 8:30 PM - PDG&C: Let's do first para only

1/30/19, 8:40 PM - Romil Ramgaria Barc: Ok

1/31/19, 9:31 AM - Romil Ramgaria Barc:  
<https://www.channelnewsasia.com/news/singapore/new-imda-tracking-system-integrates-tv-digital-devices-11183406>

1/31/19, 9:34 AM - PDG&C: Digital Measurement in PP could be a great starting point

1/31/19, 9:35 AM - PDG&C: Let's prepare a deck for Sanjay - when can we ask for a meeting

1/31/19, 9:35 AM - Romil Ramgaria Barc: Yes. Waiting for reality mine to close to start. Also multiple discussions happening with IPG. shall brief you today

1/31/19, 9:35 AM - PDG&C: Ok

1/31/19, 9:35 AM - PDG&C: AM in e4m in the morning

1/31/19, 9:35 AM - PDG&C: Back in office post lunch

1/31/19, 9:35 AM - Romil Ramgaria Barc: Ok

1/31/19, 9:35 AM - PDG&C: Meeting starcom lady for lunch

1/31/19, 9:36 AM - PDG&C: Just got to know for heads up each slide gets converted into a PNG file and gets uploaded!!

It takes 3 hours to do this process

1/31/19, 9:36 AM - PDG&C: True?

1/31/19, 9:41 AM - Romil Ramgaria Barc: No... That was earlier



Chat With Romil Ramgaria

1/31/19, 9:41 AM - Romil Ramgaria Barc: Now optimised  
 1/31/19, 9:41 AM - Romil Ramgaria Barc: Almost instantaneously  
 1/31/19, 9:41 AM - Romil Ramgaria Barc: Upload to portal  
 1/31/19, 9:58 AM - PDG&C: Apparently Sugandha was doing this png thing today  
 1/31/19, 10:08 AM - Romil Ramgaria Barc: <Media omitted>  
 1/31/19, 11:33 AM - PDG&C: <Media omitted>  
 1/31/19, 11:37 AM - Romil Ramgaria Barc: <Media omitted>  
 1/31/19, 11:37 AM - Romil Ramgaria Barc: Vivek Sharma ...me of anchor is using our bi ka graphics in his deck.  
 1/31/19, 11:37 AM - Romil Ramgaria Barc: MD\*  
 1/31/19, 11:45 AM - PDG&C: Yes i have reached  
 1/31/19, 11:46 AM - PDG&C: Many slides are mentioning barc  
 1/31/19, 11:46 AM - PDG&C: <Media omitted>  
 1/31/19, 11:48 AM - Romil Ramgaria Barc: ET now has replaced mirror as landing page on jpr on Sunday ahead of the interim budget. This has helped mitigate the fall that the business genre saw on Thursday and Friday. They gained 15 impressions in Mumbai

Gujarat and Bangalore, both of which saw drops in viewership of business for btvi and CNBC are not strong markets for ET now

1/31/19, 11:48 AM - Romil Ramgaria Barc: Sending you the numbers also  
 1/31/19, 11:51 AM - PDG&C: But jpr is a small network  
 1/31/19, 11:51 AM - PDG&C: How can it weigh in so much  
 1/31/19, 11:51 AM - PDG&C: Something's we need to correct  
 1/31/19, 11:55 AM - Romil Ramgaria Barc: JPR has an English news viewer - and people have identified that - will get that deinstalled  
 1/31/19, 11:56 AM - PDG&C: Yes this week  
 1/31/19, 11:56 AM - PDG&C: Budget shouldn't get skewed  
 1/31/19, 2:19 PM - PDG&C: Pls get someone to fix a meeting with Abhishek Desai next week  
 1/31/19, 2:19 PM - PDG&C: Spoke to him  
 1/31/19, 2:20 PM - PDG&C: Will discuss Digital bespoke (like coke Amazon) , advanced Targetting and giving his boss some exposure in an industry event  
 1/31/19, 2:21 PM - PDG&C: He is ok to start something on digital without ISA  
 1/31/19, 2:22 PM - Romil Ramgaria Barc: Ok  
 1/31/19, 7:32 PM - Romil Ramgaria Barc: Tv 9 Network is planning to launch a new Hindi national news channel - Tv 9 Bharatvarsh  
 1/31/19, 7:32 PM - Romil Ramgaria Barc: March end  
 1/31/19, 7:32 PM - Romil Ramgaria Barc: ABP and now TV9 after Bharat / this space will see change  
 1/31/19, 7:58 PM - PDG&C: Abp another one right?  
 1/31/19, 7:58 PM - Romil Ramgaria Barc: Yes  
 1/31/19, 9:16 PM - PDG&C: Pls call on the advisory  
 2/1/19, 1:19 PM - PDG&C: CTV finance guy has refused apparently  
 2/1/19, 1:19 PM - PDG&C: only PTC at 10 is still positive but yet to be frozen  
 2/1/19, 1:19 PM - PDG&C: who else?  
 2/1/19, 1:38 PM - Romil Ramgaria Barc: Approached sakshi tv5 and one more - enter 10 also pushing -  
 2/1/19, 1:38 PM - PDG&C: ok  
 2/1/19, 1:38 PM - PDG&C: PTC should close too  
 2/1/19, 1:43 PM - PDG&C: In the isa advisory we should add we will revert once we vsildste the panel is stable. Also say the data is not usable for both planning and buying in transition please call out buying too  
 2/1/19, 1:43 PM - PDG&C: pls correct and send me the two word documents

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## Chat With Romil Ramgaria

2/1/19, 1:44 PM - PDGÂ©: 'wait - let me see if any other inputs before final  
 2/1/19, 4:14 PM - PDGÂ©: Send me some pointers .. will do the needful

Also why BARC is great ...

2/1/19, 4:15 PM - PDGÂ©: How much variance is there in a rating of 1 ,  
 percentage of Total audience watching news, out of which English Hindi split ,  
 number of channels , regional role

Everything you can send me .. tell your team to put some key pointers ..

2/1/19, 8:10 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 1:09 PM - PDGÂ©:

<https://economictimes.indiatimes.com/news/company/corporate-trends/tata-sky-seeks-new-partners-as-financial-sponsors-look-to-exit/articleshow/67782998.cms>

2/2/19, 2:10 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 2:10 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 2:10 PM - Romil Ramgaria Barc: We are sending the TRAI response

2/2/19, 2:20 PM - PDGÂ©: Yes

2/2/19, 2:32 PM - PDGÂ©: Even on yearbook - everyone else is bad - not upto the  
 mark - but the fact that deadline is over - nobody escalates and cares to keep  
 us informed - thinking we will forget

2/2/19, 2:33 PM - PDGÂ©: In fact Pradyuman reminded me last Eve in Sam's party

2/2/19, 2:33 PM - PDGÂ©: He says no communication with team

2/2/19, 2:33 PM - PDGÂ©: They don't want to share and take inputs

2/2/19, 2:33 PM - PDGÂ©: He didn't even know we have seen the designs

2/2/19, 3:03 PM - Romil Ramgaria Barc: Will do something. It needs a full revamp

2/2/19, 3:03 PM - PDGÂ©: Sugandha could be given more

2/2/19, 3:04 PM - PDGÂ©: She replies to all queries but no connect with  
 journalists

2/2/19, 3:08 PM - Romil Ramgaria Barc: Yes - will chat with her on Monday

2/2/19, 6:39 PM - Romil Ramgaria Barc: Have already sent to Vivek Mishra to  
 evaluate

2/2/19, 6:45 PM - PDGÂ©: Yes let's discuss Monday morning

2/2/19, 6:45 PM - PDGÂ©: Pls set aside 30 min max

2/2/19, 6:53 PM - Romil Ramgaria Barc: Yes ok

2/2/19, 8:58 PM - Romil Ramgaria Barc: Bharat response looks weak

2/2/19, 8:58 PM - PDGÂ©: Is it?

2/2/19, 8:58 PM - PDGÂ©: I can't see

2/2/19, 8:58 PM - PDGÂ©: Tata sky not working

2/2/19, 8:59 PM - Romil Ramgaria Barc: Oh ok

2/2/19, 8:59 PM - Romil Ramgaria Barc: Itâ€™s coming on Hathway

2/2/19, 8:59 PM - PDGÂ©: Not available on Tata sky app

2/2/19, 8:59 PM - PDGÂ©: Not on jio

2/2/19, 8:59 PM - Romil Ramgaria Barc: I checked on our BM 2.0 meters - itâ€™s  
 way behind

2/2/19, 8:59 PM - PDGÂ©: Why is that

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 8:59 PM - Romil Ramgaria Barc: <Media omitted>

2/2/19, 9:00 PM - PDGÂ©: How many BM2?

2/2/19, 9:01 PM - Romil Ramgaria Barc: Roughly 3k

2/2/19, 9:01 PM - PDGÂ©: That's good enough to get an estimate

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Chat With Romil Ramgaria

2/2/19, 9:02 PM - Romil Ramgaria Barc: Yes - just thought - let me check spread  
- we can actually check anything almost live through this  
2/2/19, 9:02 PM - PDG&A: Yes  
2/2/19, 9:02 PM - PDG&A: What's the link you use?  
2/2/19, 9:03 PM - PDG&A: Any password etc required  
2/2/19, 9:03 PM - Romil Ramgaria Barc: Yes. Will activate for you - actually we  
much keep on our mobiles - will be good to showcase. Got it checked though  
vaibhav  
2/2/19, 9:03 PM - PDG&A: Yes great talking point  
2/2/19, 9:03 PM - Romil Ramgaria Barc: Yes  
2/4/19, 11:09 AM - PDG&A: i think we should call Arnab and Vikas and show the  
first cut numbers  
2/4/19, 11:10 AM - PDG&A: lkets talk when you are free  
2/4/19, 11:12 AM - Romil Ramgaria Barc: Yes agree. They are expecting too much  
and I think it will not be that great  
2/4/19, 11:12 AM - Romil Ramgaria Barc: Coming to RC  
2/4/19, 11:14 AM - Romil Ramgaria Barc: Agency pricing for next year, Gaurav  
Banerjee, broadcaster declaration, heads up - will chat  
2/4/19, 3:17 PM - PDG&A: on budget day - 1st feb - apparently zee business  
channel had the first interview with Piyush goel - apparently CNBC guys played  
around with the ditubution of zee business on ground during the telecast - pls  
check and let me know - also whether its showing on numbers  
2/4/19, 6:25 PM - PDG&A: pls check the isa advisory  
2/4/19, 6:25 PM - PDG&A: is it as per our draft?  
2/5/19, 8:15 AM - PDG&A: Could we see numbers separately for 1st and 2nd ? Any  
effect of NTO?  
2/5/19, 9:37 AM - PDG&A: Also did we depute someone with vivek malhotra? To  
capture his thoughts on validation  
2/5/19, 9:38 AM - Romil Ramgaria Barc: Yes ok  
2/5/19, 9:39 AM - Romil Ramgaria Barc: Had deputed Karan. Had also spoken to  
Malhotra to put his thoughts down. Will chat with him again to close the loop  
2/5/19, 9:39 AM - PDG&A: Yes on mail.close it  
2/5/19, 9:40 AM - PDG&A: He should not say later we didn't co-operate  
2/5/19, 9:40 AM - PDG&A: We had agreed on some other name na? Not Karan -  
someone from tech - Vipul I think - who has not done validation  
2/5/19, 9:41 AM - PDG&A: It was to capture his thoughts on the decision matrix  
2/5/19, 9:41 AM - Romil Ramgaria Barc: We discussed between vipul and Karan.  
2/5/19, 9:41 AM - Romil Ramgaria Barc: Yes  
2/5/19, 9:41 AM - Romil Ramgaria Barc: Will close on mail with him  
2/5/19, 9:44 AM - PDG&A: On star south deck - we should sit once on the order of  
slides and what we say finally  
2/5/19, 9:44 AM - PDG&A: I have cleared my 11am calendar nfor this  
2/5/19, 9:44 AM - Romil Ramgaria Barc: Yes ok. I will be in 1010.  
2/5/19, 9:44 AM - Romil Ramgaria Barc: Ok  
2/5/19, 9:49 AM - PDG&A: Pls fix proctor meeting  
2/5/19, 9:50 AM - Romil Ramgaria Barc: Yes - have you seen the amazon  
presentation? Also need to discuss that before I send  
2/5/19, 9:52 AM - PDG&A: Will see this morning  
2/5/19, 9:52 AM - PDG&A: Some things pending  
2/5/19, 9:52 AM - PDG&A: Hence shifted out 11 am meeting  
2/5/19, 9:53 AM - Romil Ramgaria Barc: Ok  
2/5/19, 10:52 AM - PDG&A: I think we should send out barc advisory to board  
members asap  
2/5/19, 3:00 PM - Romil Ramgaria Barc: Spoke to few from agencies

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फैल  
Rohit  
2/5/19



## Chat With Romil Ramgaria

2/5/19, 3:00 PM - Romil Ramgaria Barc: CMD Maxus Initiative not putting any new monies on TV

2/5/19, 3:00 PM - Romil Ramgaria Barc: Planning to wait for couple of weeks data post which they will take a call

2/5/19, 3:00 PM - Romil Ramgaria Barc: Mostly print

2/5/19, 3:00 PM - Romil Ramgaria Barc: Unilever is making no change

2/5/19, 3:00 PM - Romil Ramgaria Barc: Unless they see a drastic shift

2/5/19, 3:00 PM - Romil Ramgaria Barc: And if it does their plan is to move towards FTA heavily

2/5/19, 3:00 PM - Romil Ramgaria Barc: Will speak to Mediacom and get P&G update as well

2/5/19, 3:00 PM - Romil Ramgaria Barc: All major clients are sending only 1 weeks RO to channels

2/5/19, 3:00 PM - Romil Ramgaria Barc: Got it confirmed from Star sales strategy team

2/5/19, 3:00 PM - Romil Ramgaria Barc: Got to know this from p&g hence checked with Star

2/5/19, 3:03 PM - PDGÂ©: Hmmm

2/5/19, 3:03 PM - PDGÂ©: I doubt now star and zee will pull out of freedish now

2/5/19, 3:09 PM - Romil Ramgaria Barc: I also doubt. Tomorrow is the last date of submission. Currently it's wait and watch

2/5/19, 3:17 PM - Romil Ramgaria Barc: <Media omitted>

2/5/19, 3:17 PM - Romil Ramgaria Barc: Zee Kannada we are controlling almost 8-10%. Should we keep it under colors?

2/5/19, 3:22 PM - PDGÂ©: Keep it just a bit below colors

2/5/19, 3:23 PM - PDGÂ©: For Zee PPT we should include Kannada

2/5/19, 3:23 PM - Romil Ramgaria Barc: Yes

2/5/19, 3:23 PM - PDGÂ©: Is Punit Mishra still not giving meeting

2/5/19, 3:23 PM - PDGÂ©: Should I text him?

2/5/19, 3:23 PM - Romil Ramgaria Barc: Yes. Not yet confirmed.

2/5/19, 3:37 PM - Romil Ramgaria Barc: Friday am in Delhi

2/5/19, 3:37 PM - Romil Ramgaria Barc: Have a meeting with Airtel CEO and MIB sahay

2/5/19, 3:37 PM - Romil Ramgaria Barc: But will list the points and possibly Elbert and Venkat can accompany

2/5/19, 3:38 PM - PDGÂ©: Ok

2/5/19, 3:38 PM - PDGÂ©: Let's talk on Zee meeting

2/5/19, 3:39 PM - Romil Ramgaria Barc: Yes ok. Have a ppt ready. Will try and add Kannada

2/5/19, 3:39 PM - PDGÂ©: He wants the discussion on AP and Karnataka to be only between him and me

2/5/19, 3:39 PM - PDGÂ©: Other points like digital and all should be put in

2/5/19, 3:39 PM - Romil Ramgaria Barc: For the tech comm - we had discussed premium panel and man minutes. And one more agenda - I am forgetting that

2/5/19, 3:39 PM - PDGÂ©: If necessary Vivek Mishra could come

2/5/19, 3:39 PM - Romil Ramgaria Barc: Ok

2/5/19, 3:40 PM - Romil Ramgaria Barc: Ok

2/5/19, 3:40 PM - PDGÂ©: NTO?

2/5/19, 3:40 PM - PDGÂ©: We should show some data

2/5/19, 3:40 PM - PDGÂ©: To core

2/5/19, 3:40 PM - Romil Ramgaria Barc: No - that was core tech comm

2/5/19, 3:40 PM - Romil Ramgaria Barc: Yes that we will

2/5/19, 3:41 PM - Romil Ramgaria Barc: Venkat also can't come Friday as he has sons birthday - but Elbert can take it

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## Chat With Romil Ramgaria

2/5/19, 3:41 PM - Romil Ramgaria Barc: And Vivek Mishra can also join  
 2/5/19, 3:41 PM - Romil Ramgaria Barc: There was one more agenda which I am forgetting  
 2/5/19, 5:41 PM - PDG&A: Think whole partnership team should have the Barc advisory and ISA advisory copies  
 2/5/19, 5:41 PM - PDG&A: And should be briefed to say the right things  
 2/5/19, 5:42 PM - Romil Ramgaria Barc: Already circulated -  
 2/5/19, 5:42 PM - Romil Ramgaria Barc: Yesterday only  
 2/5/19, 5:42 PM - PDG&A: Ok pls send them lists of dos and don'ts  
 2/5/19, 7:42 PM - Romil Ramgaria Barc: <Media omitted>  
 2/5/19, 7:43 PM - Romil Ramgaria Barc: Yesterday full day report from BM 2.0  
 2/5/19, 8:05 PM - PDG&A: You sent Saturday  
 2/5/19, 8:05 PM - PDG&A: ?  
 2/5/19, 8:07 PM - Romil Ramgaria Barc: The above chart is for yesterday  
 2/5/19, 9:14 PM - PDG&A: Send him Saturday  
 2/5/19, 9:15 PM - PDG&A: And Sunday  
 2/5/19, 9:15 PM - Romil Ramgaria Barc: Have told him. Don't want to send anything  
 2/5/19, 9:20 PM - PDG&A: Ok  
 2/6/19, 2:22 PM - PDG&A: where we on the IAA sponsorships - can you check  
 2/6/19, 3:42 PM - PDG&A: <Media omitted>  
 2/6/19, 5:02 PM - PDG&A: we should restrict Vivek to a room - not let him go all around - as if he is visiting a local park  
 2/6/19, 5:03 PM - Romil Ramgaria Barc: He just walked in - taking him to my meeting room  
 2/6/19, 5:03 PM - PDG&A: pls tell reception not to allow such things  
 2/6/19, 5:03 PM - PDG&A: someone should escort a visitor in  
 2/6/19, 5:03 PM - Romil Ramgaria Barc: PTC is done - prag should also happen -  
 2/6/19, 5:03 PM - PDG&A: ok  
 2/6/19, 6:47 PM - PDG&A: <Media omitted>  
 2/6/19, 6:47 PM - PDG&A: He has earlier produced No. 1 Yaari which aired on Gemini and starred Rana Dagubatti (of Bahubali fame). This show was also investigated by us on the field, in November last year, but we did not get any positive evidence. MA team had reported abnormal growth in this. The programme's gone off air since last month, and the movement of Lakshmi Kalyanam to the 2pm slot has coincided with No.1 Yaari going off air.  
 2/6/19, 6:47 PM - PDG&A: i can just forward these two  
 2/6/19, 6:47 PM - PDG&A: what say?  
 2/6/19, 6:47 PM - PDG&A: more to show - we track  
 2/6/19, 6:48 PM - Romil Ramgaria Barc: Yes- we can  
 2/6/19, 7:05 PM - Romil Ramgaria Barc: We are not purring any NTO update this week in heads up.  
 2/6/19, 7:05 PM - Romil Ramgaria Barc: We should send a separate communicatoon to all subs that heads up and other reports etc will discontinue for some time during this period  
 2/6/19, 7:05 PM - PDG&A: OK  
 2/6/19, 8:01 PM - PDG&A: Multicast is jawharjis mouthpiece - Vikki Chaudhary  
 2/6/19, 8:19 PM - PDG&A: <Media omitted>  
 2/6/19, 8:19 PM - PDG&A: This Piyush Goyal thing  
 2/6/19, 8:20 PM - PDG&A: Hope the numbers hold  
 2/6/19, 11:09 PM - Romil Ramgaria Barc: Just got off the discussion with Google. Madras Renewal will be for 4 years at 25% increase y-o-y ; \$820k (Mar&A#19-Feb&A#20) to 1602k (Mar&A#22-Feb&A#23) ; 4 year value \$4730k (34 Cr) ; Additional 49 Lacs for March in this FY

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Chat With Romil Ramgaria

2/6/19, 11:17 PM - PDGÂ©: Good deal  
 2/6/19, 11:18 PM - Romil Ramgaria Barc: Yup  
 2/7/19, 10:17 AM - Romil Ramgaria Barc: <Media omitted>  
 2/7/19, 10:17 AM - Romil Ramgaria Barc: This is the reported trend line for zee business  
 2/7/19, 10:17 AM - PDGÂ©: So similar?  
 2/7/19, 10:18 AM - Romil Ramgaria Barc: Peak is there but not at the time of start but during the interview  
 2/7/19, 10:18 AM - PDGÂ©: Peak is earlier than 1921 na?  
 2/7/19, 10:19 AM - Romil Ramgaria Barc: No - peak is there at 8  
 2/7/19, 10:24 AM - PDGÂ©: Interview was from 1921 to ?  
 2/7/19, 10:24 AM - PDGÂ©: Earlier sent chart also showed same?  
 2/7/19, 10:31 AM - Romil Ramgaria Barc: 710 to 721  
 2/7/19, 11:29 AM - Romil Ramgaria Barc: On budget day, even ET now is higher then CNBC TV18. For the week CNBC is ahead  
 2/7/19, 11:30 AM - Romil Ramgaria Barc: And in Hindi, awaz is higher then Zee Business on budget day  
 2/7/19, 1:25 PM - Romil Ramgaria Barc: I think we should send the advisory to all our subscribers.  
 2/7/19, 1:25 PM - Romil Ramgaria Barc: Lot of people have not received it down the line and will keep speculating  
 2/7/19, 1:25 PM - Romil Ramgaria Barc: If not to all, atleast we should send it to the SPOCÂ€™s  
 2/7/19, 1:41 PM - PDGÂ©: Next week release then  
 2/7/19, 1:42 PM - PDGÂ©: My apprehension is different  
 2/7/19, 1:42 PM - PDGÂ©: Will tell you  
 2/7/19, 1:42 PM - Romil Ramgaria Barc: TRAI  
 2/7/19, 1:42 PM - Romil Ramgaria Barc: ?  
 2/7/19, 1:42 PM - PDGÂ©: Yes  
 2/7/19, 1:43 PM - Romil Ramgaria Barc: Hmm ok. I was thinking we can release on 14th depending on TRAI meeting  
 2/7/19, 1:43 PM - Romil Ramgaria Barc: Also Bharat will be on fire next week  
 2/7/19, 1:44 PM - PDGÂ©: Am back - drop in  
 2/7/19, 1:44 PM - Romil Ramgaria Barc: 10 mins  
 2/7/19, 1:44 PM - PDGÂ©: Ok  
 2/7/19, 3:07 PM - Romil Ramgaria Barc: Et landing page.  
 1. Siti Cable Â€" Karnataka (Week)  
 2. Baba Cable Burari Â€" Delhi (Budget Day)  
 3. Siti Cable Â€" Delhi (Budget Day)  
 4. TCCL Â€" Chennai (Budget Day)  
 5. JPR Â€" Mumbai (Week)  
 6. Home Cable Mulund Â€" Mumbai (Budget Day)  
 7. Bhawani Rajesh Â€" Mumbai (Budget Day)  
 Siti Cable Â€" Mumbai  
 8. (Week)  
 2/7/19, 3:09 PM - PDGÂ©: Pls give me CNBC and Awaaz too  
 2/7/19, 5:00 PM - PDGÂ©: Boss check TV 18 itÂ€™s outrageous  
 2/7/19, 5:00 PM - PDGÂ©: you mean news18

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 पंथ  
 26/2/19



## Chat With Romil Ramgaria

2/7/19, 5:00 PM - PDG@: 3:30 pm to 4 pm they run ads except headlines in between . They are between 15&22 %

2/7/19, 5:00 PM - PDG@: Yaaa but we figured out in Gujrat too we will send you that

2/7/19, 5:01 PM - Romil Ramgaria Barc: This is avinash?

2/7/19, 5:03 PM - PDG@: yes of course

2/7/19, 5:10 PM - Romil Ramgaria Barc: I will call Asti also for the meeting?

2/7/19, 5:18 PM - PDG@: Pls check news18

2/7/19, 5:19 PM - Romil Ramgaria Barc: Yes ok

2/7/19, 5:19 PM - PDG@: I think they are playing mischief - no matter who says what

2/7/19, 5:23 PM - Romil Ramgaria Barc: Hmm

2/7/19, 5:47 PM - PDG@: Is PT joining you for MIB meeting?

2/7/19, 5:47 PM - Romil Ramgaria Barc: Yes

2/7/19, 5:47 PM - PDG@: Good

2/7/19, 6:07 PM - Romil Ramgaria Barc: <Media omitted>

2/7/19, 6:09 PM - PDG@: Yes heard

2/8/19, 10:36 AM - PDG@: Pls ask someone to send me the 18-19 vs 19-20 proposals for agencies

2/8/19, 10:36 AM - PDG@: Let's see the figures and think thru a way to position it

2/8/19, 10:56 AM - Romil Ramgaria Barc: Ok

2/8/19, 1:11 PM - PDG@: Good meeting

2/8/19, 1:11 PM - PDG@: 2 cr ok

2/8/19, 1:11 PM - PDG@: He thinks Bangalore guy is a genius

2/8/19, 1:11 PM - PDG@: Long convo

2/8/19, 1:32 PM - Romil Ramgaria Barc: Ok great. Just through with atul. Very good meeting.

2/8/19, 1:32 PM - Romil Ramgaria Barc: Against broadcasters

Rotation of board and tech comm

NCCS

mind boggling

Very robust

Insight papers

2/8/19, 1:32 PM - Romil Ramgaria Barc: Points with Atul & will brief you

2/8/19, 1:32 PM - Romil Ramgaria Barc: Meeting Sahay now

2/8/19, 2:54 PM - PDG@: seems the amit shah news was wrong?

2/8/19, 2:55 PM - Romil Ramgaria Barc: Why do you say that?

2/8/19, 2:55 PM - Romil Ramgaria Barc: Nothing out that's why

2/8/19, 2:55 PM - PDG@: something should have been announced by now na

2/8/19, 2:55 PM - Romil Ramgaria Barc: TRAI may also be looking at face saving

2/8/19, 2:56 PM - PDG@: yes they have to

2/8/19, 2:56 PM - Romil Ramgaria Barc: But don't know - can be rumors also

2/8/19, 2:56 PM - Romil Ramgaria Barc: Sunil from Airtel was not aware of it

2/8/19, 2:56 PM - PDG@: hmmm

2/8/19, 4:10 PM - Romil Ramgaria Barc: If the TRAI meeting is happening then NTO doesn't look like being quashed

2/8/19, 4:13 PM - PDG@: Yes

2/8/19, 8:05 PM - Romil Ramgaria Barc: GTPL has also signed MOU

2/8/19, 8:11 PM - PDG@: SRPD?

2/8/19, 8:13 PM - Romil Ramgaria Barc: Yes

2/8/19, 8:13 PM - PDG@: Great

2/8/19, 8:14 PM - Romil Ramgaria Barc: We should do a press release next week.

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पत्र  
vdl



Chat With Romil Ramgaria

2/8/19, 8:15 PM - Romil Ramgaria Barc: Because they are listed and they will send the info to exchange  
 2/8/19, 8:15 PM - PDGAC: Yes add some dimensions and highlight home channel rating etc  
 2/8/19, 8:15 PM - Romil Ramgaria Barc: Yes ok  
 2/8/19, 8:16 PM - PDGAC: Their Jio deal still not done?  
 2/8/19, 8:16 PM - Romil Ramgaria Barc: Not yet  
 2/8/19, 8:16 PM - Romil Ramgaria Barc: But given the packs they rolled out looks very close to me  
 2/8/19, 8:17 PM - Romil Ramgaria Barc: Because it favoured biacom18  
 2/8/19, 8:17 PM - PDGAC: Viacom pack is cheaper too  
 2/8/19, 8:18 PM - Romil Ramgaria Barc: Yes  
 2/8/19, 10:07 PM - PDGAC: When do we see the republic ppt  
 2/8/19, 10:55 PM - Romil Ramgaria Barc: Tomorrow first cut. But Sunday full. NCT data only coming by eod tomorrow since it was first week  
 2/8/19, 10:56 PM - PDGAC: K  
 2/8/19, 11:26 PM - PDGAC: MIB meeting went well?  
 2/8/19, 11:27 PM - PDGAC: Praveen was useful?  
 2/8/19, 11:55 PM - Romil Ramgaria Barc: Very well. Sorry couldn't brief you. Just got back home. Will call you tomorrow  
 2/8/19, 11:55 PM - Romil Ramgaria Barc: Praveen was very useful  
 2/8/19, 11:57 PM - PDGAC: Ok  
 2/9/19, 7:21 PM - PDGAC: You lost your airpods?  
 2/9/19, 7:24 PM - Romil Ramgaria Barc: No - left on the car. Had asked Driver to drop at your home  
 2/9/19, 7:24 PM - Romil Ramgaria Barc: Have just sent danish to collect it  
 2/9/19, 7:25 PM - PDGAC: Yes  
 2/9/19, 7:25 PM - Romil Ramgaria Barc: Left in zubin car last night  
 2/9/19, 7:26 PM - Romil Ramgaria Barc: U free? Wanted to update you on MIB  
 2/9/19, 7:26 PM - PDGAC: In ten minutes? Will be in car  
 2/9/19, 7:26 PM - Romil Ramgaria Barc: Ok  
 2/9/19, 7:36 PM - PDGAC: Free  
 2/10/19, 8:24 PM - PDGAC: Is the republic final deck ready?  
 2/10/19, 8:24 PM - PDGAC: Does it have suggestions on where it could improve  
 2/10/19, 8:25 PM - PDGAC: If what he is saying about landing is true - then the numbers should have been a bit better - not 1 or 2 but 3 or 4  
 2/10/19, 9:00 PM - Romil Ramgaria Barc: Going through some change. Forwarding you in a while  
 2/10/19, 9:00 PM - PDGAC: Ok  
 2/10/19, 9:00 PM - Romil Ramgaria Barc: Cable reach for him is fine. DTH is challenging.  
 2/10/19, 9:00 PM - Romil Ramgaria Barc: Specially rural and free dish  
 2/10/19, 9:01 PM - PDGAC: Check position on each DTH platform  
 2/10/19, 9:01 PM - PDGAC: Also if he is getting viewers from which channels  
 2/10/19, 10:33 PM - Romil Ramgaria Barc: <Media omitted>  
 2/10/19, 10:36 PM - Romil Ramgaria Barc: Some more addition happening to this  
 2/10/19, 10:36 PM - Romil Ramgaria Barc: Switching and some bio news analysis  
 2/10/19, 10:51 PM - PDGAC: Stories slides could be kept as annexures  
 2/10/19, 10:52 PM - PDGAC: Can we get a slide on position of channel in Hindi news genre on DTH platforms - as in LCN and neighborhood  
 2/10/19, 11:04 PM - Romil Ramgaria Barc: For Bharat it's there  
 2/10/19, 11:14 PM - Romil Ramgaria Barc: Will add for others also  
 2/10/19, 11:15 PM - PDGAC: Yes a relative map

समस्त अलेक्जेंडर पंच  
 [Handwritten signatures and initials]



2595

### Chat With Romil Ramgaria

2/10/19, 11:17 PM - PDG&@: If the position could be mapped to performance in each DTH - if there is a story there

2/11/19, 8:59 PM - Romil Ramgaria Barc: Bharat releasing this Thursday

2/11/19, 8:59 PM - PDG&@: 8Y~5

2/12/19, 8:19 AM - PDG&@: <Media omitted>

2/12/19, 8:43 AM - Romil Ramgaria Barc: Yes - let me try and set up something

2/12/19, 11:17 AM - Romil Ramgaria Barc: There are too many people from our side in discom - I think MA and finance we should include as needed

2/12/19, 11:19 AM - PDG&@: Yes absolutely

2/12/19, 11:53 AM - Romil Ramgaria Barc: <Media omitted>

2/12/19, 12:01 PM - PDG&@: Yes it's ridiculous

2/12/19, 12:01 PM - PDG&@: I sent a mail

2/12/19, 12:01 PM - Romil Ramgaria Barc: Yes just saw

2/12/19, 12:01 PM - PDG&@: Pls speak to Suma

2/12/19, 12:02 PM - PDG&@: Whoever comes here should be fully prepared

2/12/19, 12:02 PM - Romil Ramgaria Barc: Have already spoken on WhatsApp - will chat also

2/12/19, 12:02 PM - Romil Ramgaria Barc: Agreed

2/12/19, 12:04 PM - Romil Ramgaria Barc: badly handled today - this communication gap also shouldn't be there - will chat with Varun

2/12/19, 12:05 PM - PDG&@: Yes this case

2/12/19, 12:06 PM - Romil Ramgaria Barc: Why is mudgal coming to warning for everyone

2/12/19, 12:06 PM - PDG&@: You can clearly see - they want more and more hearings

2/12/19, 12:06 PM - PDG&@: They get paid per hearing 8Y~5

2/12/19, 12:06 PM - Romil Ramgaria Barc: He believes too much in democracy - and doesn't have his own view

2/12/19, 12:07 PM - Romil Ramgaria Barc: But warning is level 1 notice in effect

2/12/19, 12:07 PM - PDG&@: And Paritosh 8Y~5

2/12/19, 12:07 PM - PDG&@: Yes

2/12/19, 12:07 PM - PDG&@: 8 out of 24 is big

2/12/19, 1:08 PM - PDG&@: Sujeet mentioned today he is moving on post March

2/12/19, 1:17 PM - Romil Ramgaria Barc: Yes - we need to think through of replacement there and also core tech comm -

2/12/19, 1:32 PM - PDG&@: Told NP about this

2/12/19, 1:32 PM - PDG&@: Let him nominate

2/12/19, 5:15 PM - PDG&@: Every point mentioned is being done. The attack by barkha along with my response at the zee event has helped as you said increase buzz. Did a tracker of geo launches and saw a reach buildup in 3 weeks but not taking that for granted and initiating the action.

2/12/19, 5:15 PM - PDG&@: From arnab

2/12/19, 5:16 PM - PDG&@: See the last point


2/12/19, 6:55 PM - Romil Ramgaria Barc: Dear Subscriber, With the TRAI New Tariff Order taking effect, BARC India will continue to release viewership ratings on every Thursday to subscribers.

However given the changes taking place on ground the viewership numbers will be volatile and unpredictable. So BARC India will temporarily stop publishing viewership numbers to the press and public domain (Website, App, Heads-up, Alpha Club, Kids report, etc) for the transition period till the situation on ground settles down. This will be effective from Week 6 onwards.

During this period, BARC India will also not be able to answer questions on changes in viewership trends during this transition period.

Also attached is the BARC Advisory pertaining to the New Tariff order.

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## Chat With Romil Ramgaria

2/12/19, 7:22 PM - PDG&: when can we see thursday friday data  
 2/12/19, 7:22 PM - PDG&: this is ok  
 2/12/19, 7:24 PM - Romil Ramgaria Barc: is it relevant now?  
 2/12/19, 7:25 PM - PDG&: Yes  
 2/12/19, 7:25 PM - PDG&: To show how it shifted  
 2/12/19, 7:26 PM - PDG&: We will still have to justify no public disclosure  
 2/13/19, 8:20 AM - PDG&: Since I am reaching Hyderabad tonight itself do you think I should meet that software vendor who worked on BIO News - or any other client in the morning?  
 2/13/19, 9:38 AM - Romil Ramgaria Barc: Bio news was Gramener - not much work happening with them except news - also their CEO is mostly in US  
 2/13/19, 9:39 AM - PDG&: Ok  
 2/13/19, 9:39 AM - Romil Ramgaria Barc: Let me check on clients - because it is zee and Gemini  
 2/13/19, 9:39 AM - Romil Ramgaria Barc: ETV and star no point  
 2/13/19, 9:39 AM - PDG&: Then leave it  
 2/13/19, 9:39 AM - Romil Ramgaria Barc: Zee also you have met mahesh /  
 2/13/19, 9:39 AM - Romil Ramgaria Barc: Punit  
 2/13/19, 9:39 AM - Romil Ramgaria Barc: You can meet Ravi Prakash if you think?  
 2/13/19, 9:39 AM - PDG&: Let's check Market news on action by zee and star  
 2/13/19, 9:40 AM - PDG&: Have to tell ivenkat  
 2/13/19, 9:40 AM - PDG&: Authentic stuff  
 2/13/19, 9:40 AM - PDG&: You think will help? Another scamster  
 2/13/19, 9:41 AM - Romil Ramgaria Barc: Yes avoidable - else he laps up to bring down others  
 2/13/19, 9:41 AM - Romil Ramgaria Barc: Ok  
 2/13/19, 9:41 AM - PDG&: Just remembered - doesn't republic have some tie-up with TV5?  
 2/13/19, 9:41 AM - Romil Ramgaria Barc: <https://thenortheasttoday.com/delhi-court-orders-fir-against-arnab-goswami-after-shashi-tharoor-files-complaint/amp/>  
 2/13/19, 9:41 AM - PDG&: Pls send me revised advisory for today  
 2/13/19, 9:42 AM - PDG&: Yes it's all over - Arnab has given a statement too  
 2/13/19, 9:42 AM - PDG&: Read a hilarious piece  
 2/13/19, 9:42 AM - PDG&:  
[https://apac01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.arre.co.in%2Fpov%2Fshashi-tharoor-liberals-arnab-goswami%2F%3Ffbclid%3DIwAR2CLBVWclR35n\\_NiOayF-QeS3QkYsVTuM9WEehRQHuuD8D4ToqGdzxlFKo&data=02%7C01%7Cpartho.dasgupta%40barcindia.co.in%7Caa6689a2ba00434e12cb08d6910ade10%7C44f84597e41f4b9e84f012e6d5b975d8%7C0%7C0%7C636853873200198403&sdata=KLKVRxsjhN%2FDacF8tgPvmrVKnG5hvHkc3GSONtL00fQ%3D&reserved=0](https://apac01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.arre.co.in%2Fpov%2Fshashi-tharoor-liberals-arnab-goswami%2F%3Ffbclid%3DIwAR2CLBVWclR35n_NiOayF-QeS3QkYsVTuM9WEehRQHuuD8D4ToqGdzxlFKo&data=02%7C01%7Cpartho.dasgupta%40barcindia.co.in%7Caa6689a2ba00434e12cb08d6910ade10%7C44f84597e41f4b9e84f012e6d5b975d8%7C0%7C0%7C636853873200198403&sdata=KLKVRxsjhN%2FDacF8tgPvmrVKnG5hvHkc3GSONtL00fQ%3D&reserved=0)  
 2/13/19, 9:42 AM - Romil Ramgaria Barc: Yes - they have regional tie ups in each  
 2/13/19, 9:42 AM - Romil Ramgaria Barc: Yes - Elbert sending in a while - line drafted  
 2/13/19, 9:42 AM - PDG&: Ok  
 2/13/19, 9:55 AM - PDG&: Meanwhile maintain this in market - due to switch-offs and confusion the advisory holds - in case we find LCOs and MSOs reverting back to January like situation we will advise market  
 2/13/19, 9:55 AM - PDG&: Flow this down to partnership team pls  
 2/13/19, 9:55 AM - PDG&: Am getting lots of calls  
 2/13/19, 9:55 AM - PDG&: So am sure all will get  
 2/13/19, 9:55 AM - Romil Ramgaria Barc: Yes  
 2/13/19, 9:56 AM - Romil Ramgaria Barc: Done

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Chat With Romil Ramgaria

2/13/19, 12:04 PM - PDG&@: Can you send me the PDF you sent me last night on pay FTA shift - out here on WhatsApp  
2/13/19, 12:33 PM - Romil Ramgaria Barc: <Media omitted>  
2/13/19, 1:01 PM - Romil Ramgaria Barc: Do we release web data heads up etc tomorrow  
2/13/19, 1:18 PM - PDG&@: Why so  
2/13/19, 1:19 PM - PDG&@: There is disruption na  
2/13/19, 1:19 PM - PDG&@: Pls ask Elbert to modify what he sent on mail  
2/13/19, 1:19 PM - PDG&@: And send me on WhatsApp  
2/13/19, 1:20 PM - PDG&@: Works faster with Punit and Shashi on WhatsApp  
2/13/19, 1:26 PM - Romil Ramgaria Barc: Yes ok  
2/13/19, 1:26 PM - Romil Ramgaria Barc: But 1-2 weeks it will be off and then start - it will be odd -  
2/13/19, 1:26 PM - Romil Ramgaria Barc: We can do that -  
2/13/19, 1:26 PM - PDG&@: For all you know we may be asked to continue - in light of freedish numbers  
2/13/19, 1:26 PM - PDG&@: ढं-ं  
2/13/19, 1:27 PM - PDG&@: With this excuse  
2/13/19, 1:27 PM - Romil Ramgaria Barc: Freedish doubt should have an issue for us as consumers will shift  
2/13/19, 1:27 PM - Romil Ramgaria Barc: Yes ok - but advertisers don't think will allow that  
2/13/19, 1:28 PM - PDG&@: Will take time - not immediately I guess  
2/13/19, 1:28 PM - PDG&@: Let them fight it out na  
2/13/19, 1:28 PM - Romil Ramgaria Barc: Yes but that's natural change na / just what it was when channels came on board  
2/13/19, 1:28 PM - Romil Ramgaria Barc: Yes agree  
2/13/19, 1:29 PM - PDG&@: Subscribers getting data anyways  
2/13/19, 1:29 PM - Romil Ramgaria Barc: Yes I know /  
2/13/19, 3:08 PM - PDG&@: Told Shashi on Bharat  
2/13/19, 3:08 PM - PDG&@: He is also convinced it's a good start  
2/13/19, 3:08 PM - Romil Ramgaria Barc: Ok  
2/13/19, 6:19 PM - PDG&@: Sapan called - wants some help on launch of new GEC - told her technically we can't do consulting but can informally help  
2/13/19, 6:19 PM - PDG&@: Can you ask team to put together some do's and don'ts for a second GEC launch  
2/13/19, 6:19 PM - PDG&@: From a ratings pov  
2/13/19, 6:25 PM - Romil Ramgaria Barc: Ok  
2/13/19, 7:16 PM - Romil Ramgaria Barc: On ground people know about 2 serials in ZEE and 1 serial in MAA being taken off air because of tampering  
2/13/19, 7:16 PM - Romil Ramgaria Barc: Industry is talking about it  
2/13/19, 7:17 PM - Romil Ramgaria Barc: Have also asked Gauravjeet to trickle down the discussion of today to ISA committee  
2/13/19, 7:17 PM - Romil Ramgaria Barc: Because lot of advertisers are still asking for data to be analyzed and planned etc despite ISA advisory  
2/13/19, 7:17 PM - Romil Ramgaria Barc: Will also brief you on the nielsen meeting tomorrow - met dolly and rajesh today  
2/13/19, 7:18 PM - Romil Ramgaria Barc: Nielsen - existing contract, tv plus digital, consultancy agreement  
2/13/19, 7:21 PM - PDG&@: Ok  
2/13/19, 7:58 PM - Romil Ramgaria Barc: Also sir - will skip the Chennai trip - have hiyana's first school orientation that day - Elbert and Venkat both are there  
2/13/19, 7:58 PM - PDG&@: Ok

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## Chat With Romil Ramgaria

2/13/19, 8:02 PM - PDG&C: When say India today plays DD feed - like republic day - the watermark detected by our Meter is of DD or india today

2/13/19, 8:13 PM - Romil Ramgaria Barc: India today

2/13/19, 8:13 PM - Romil Ramgaria Barc: Because they take the clean feed pre watermark from DD

2/13/19, 8:19 PM - PDG&C: Ok

2/13/19, 8:19 PM - PDG&C: They can get clean feed is it?

2/13/19, 8:19 PM - Romil Ramgaria Barc: Yes

2/13/19, 8:19 PM - PDG&C: But live events ?

2/13/19, 8:19 PM - Romil Ramgaria Barc: There also they take pre uplink

2/13/19, 8:19 PM - PDG&C: How

2/13/19, 8:19 PM - Romil Ramgaria Barc: Because all ratings gets attributed to respective channels

2/13/19, 8:20 PM - PDG&C: Yes numbers show that

2/13/19, 8:20 PM - PDG&C: But I wonder if a clean feed is given

2/13/19, 8:21 PM - PDG&C: I think they take off their normal feed

2/13/19, 8:21 PM - PDG&C: In which case watermark May get overwritten

2/13/19, 8:21 PM - PDG&C: Which is not what we knew

2/13/19, 8:21 PM - Romil Ramgaria Barc: No, WM doesn't get overwritten

2/13/19, 8:21 PM - Romil Ramgaria Barc: Two feeds from the live goes

2/13/19, 8:22 PM - PDG&C: Yes that's what we know

2/13/19, 8:22 PM - Romil Ramgaria Barc: One to uplink and another clean to channels

2/13/19, 8:22 PM - PDG&C: Just double check this once

2/13/19, 8:22 PM - Romil Ramgaria Barc: That's why there is a marginal delay of few seconds between DD and others

2/13/19, 8:22 PM - PDG&C: So many news channels

2/13/19, 8:22 PM - Romil Ramgaria Barc: Have double checked

2/13/19, 8:22 PM - PDG&C: Ok

2/13/19, 8:22 PM - PDG&C: So it would make sense if DD stops giving two feeds

2/13/19, 8:23 PM - PDG&C: For DD

2/13/19, 8:23 PM - Romil Ramgaria Barc: For DD yes - but will be unfair to other channels na

2/13/19, 8:23 PM - PDG&C: Yes

2/13/19, 10:22 PM - Romil Ramgaria Barc: Given the disruption taking place on ground, BARC india requests subscribers to refrain from using data of this period for leadership claims/comparisons or any form of public communications with viewership numbers

2/13/19, 10:22 PM - Romil Ramgaria Barc: I think we should add this line also in tomorrow's info

2/13/19, 10:41 PM - PDG&C: Ok

2/14/19, 11:16 AM - Romil Ramgaria Barc: I think 630 and 730 for MAA we should start controlling slowly

2/14/19, 11:23 AM - PDG&C: Yes let's do

2/14/19, 11:23 AM - PDG&C: Now that we have warned

2/14/19, 3:34 PM - PDG&C: Need a tight deck which says data is not only volatile but inconsistent

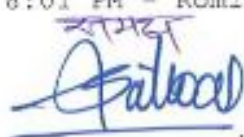
2/14/19, 3:34 PM - PDG&C: This is for clients like Amazon who are doubting agency

2/14/19, 3:34 PM - PDG&C: Can you put this together quickly

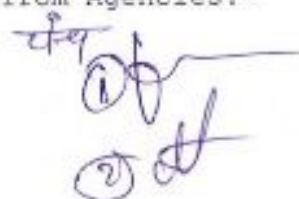
2/14/19, 5:52 PM - PDG&C: Is this being done?

2/14/19, 6:59 PM - Romil Ramgaria Barc: Yes - have told the team to put this together

2/14/19, 8:01 PM - Romil Ramgaria Barc: Update from Agencies:-

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## Chat With Romil Ramgaria

GroupM is sending a note along with ISA and Barc advisory which outlines that they will release 2 weeks at a time and reassess basis data release

2/14/19, 8:01 PM - Romil Ramgaria Barc: OMD:- some brands have taken a break on TV will invest once the scenario gets stable /better

2/14/19, 8:01 PM - Romil Ramgaria Barc: Lodestar :- Are planning to send a note to their clients as well a lot of their clients are complaining about not able to meet their annual targets

2/14/19, 8:01 PM - Romil Ramgaria Barc: Madison :- Are also doing weekly assessment and then investing

2/15/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>

2/15/19, 12:30 PM - PDG&C: <Media omitted>

2/15/19, 12:31 PM - PDG&C: This is reach - how much drop in impressions?

2/15/19, 12:31 PM - PDG&C: Or rat%?

2/15/19, 12:31 PM - Romil Ramgaria Barc: <Media omitted>

2/15/19, 12:31 PM - Romil Ramgaria Barc: <Media omitted>

2/15/19, 12:35 PM - PDG&C: Doesn't have the figures

2/15/19, 12:45 PM - PDG&C: Also original slide had 1% as the first bar extreme left

2/15/19, 12:45 PM - PDG&C: For total tv

2/15/19, 12:51 PM - Romil Ramgaria Barc: Yes

2/15/19, 12:52 PM - PDG&C: Pls tell Sumit the embarrassment we faced yesterday

2/15/19, 1:03 PM - Romil Ramgaria Barc: Yes

2/15/19, 2:04 PM - PDG&C: <Media omitted>

2/15/19, 2:05 PM - PDG&C: Pls send me this asap

2/15/19, 2:05 PM - Romil Ramgaria Barc: Yes

2/15/19, 2:05 PM - Romil Ramgaria Barc: Yes - sending it

2/15/19, 2:06 PM - PDG&C: Also shashis - send him

2/15/19, 3:54 PM - Romil Ramgaria Barc: <Media omitted>

2/15/19, 5:16 PM - Romil Ramgaria Barc: Summary -

2016: 20,200

2017: 22,300

2018: 24,985

All figures in Rs crores

2/15/19, 5:16 PM - Romil Ramgaria Barc: The ad revenue numbers for TV as per our revenue

2/15/19, 5:17 PM - Romil Ramgaria Barc: For the FICCI report

2/15/19, 5:17 PM - Romil Ramgaria Barc: We have last year also

2/15/19, 5:32 PM - PDG&C: Ok

2/15/19, 5:32 PM - PDG&C: All these Group M and Madison numbers are so off

2/15/19, 5:32 PM - Romil Ramgaria Barc: Yes - Madison is still better

2/15/19, 5:32 PM - PDG&C: Are these Jan December?

2/15/19, 5:32 PM - Romil Ramgaria Barc: Yes

2/15/19, 6:12 PM - Romil Ramgaria Barc: <Media omitted>

2/15/19, 6:12 PM - Romil Ramgaria Barc: Absolutes matching with Madison and growth rates with group m

2/15/19, 6:12 PM - PDG&C: Ok

2/16/19, 7:46 PM - PDG&C: PM interview is postponed

2/16/19, 7:46 PM - Romil Ramgaria Barc: Yes

2/16/19, 7:46 PM - PDG&C: How is Bharat doing this week

2/16/19, 7:47 PM - Romil Ramgaria Barc: Same situation - 6th with around 6.5-7 share

2/16/19, 7:48 PM - PDG&C: Hmmm

2/16/19, 7:48 PM - PDG&C: This is a big news week

2/16/19, 7:56 PM - Romil Ramgaria Barc: Yes -

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Chat With Romil Ramgaria

2/16/19, 7:56 PM - Romil Ramgaria Barc: But freedish Tata sky and airtel is screwed up for them  
 2/16/19, 7:58 PM - PDGAC: <Media omitted>  
 2/16/19, 7:58 PM - PDGAC: <Media omitted>  
 2/16/19, 7:58 PM - PDGAC: Vikas was sending me these  
 2/16/19, 7:58 PM - Romil Ramgaria Barc: Yes  
 2/16/19, 7:58 PM - PDGAC: Give him the feedback  
 2/16/19, 7:58 PM - Romil Ramgaria Barc: Have been talking with him almost everyday  
 2/16/19, 7:58 PM - PDGAC: Ok  
 2/18/19, 1:08 PM - PDGAC: Why is shantanu taking such a late flight  
 2/18/19, 1:08 PM - PDGAC: He hasn't reached  
 2/18/19, 1:09 PM - PDGAC: Some amount of discipline is needed  
 2/18/19, 1:09 PM - PDGAC: I won't wait for him  
 2/18/19, 1:11 PM - Romil Ramgaria Barc: He came last night only. Not planned well. Was in Jogeshwari. Spoke to him as well  
 2/18/19, 1:38 PM - PDGAC: Are you taking business?  
 2/18/19, 1:39 PM - PDGAC: Then will ask nitika to upgrade manashi with my voucher  
 2/18/19, 1:44 PM - Romil Ramgaria Barc: Ask Nitika  
 2/18/19, 1:44 PM - Romil Ramgaria Barc: M taking eco. Will try and upgrade at the airport  
 2/18/19, 2:03 PM - PDGAC: I think all.upgrades now is on web pls check  
 2/18/19, 2:03 PM - PDGAC: No physical vouchers I mean  
 2/18/19, 2:04 PM - Romil Ramgaria Barc: Yes - and the voucher holder gets a passcode for upgrade hence best to be together if need be -  
 2/18/19, 2:04 PM - Romil Ramgaria Barc: But I guess all seats are full  
 2/18/19, 2:08 PM - PDGAC: Ah  
 2/18/19, 2:09 PM - PDGAC: I thought the rush will be tomorrow  
 2/18/19, 2:09 PM - Romil Ramgaria Barc: Yeah - let's see - May be we get seats at the airport  
 2/18/19, 4:06 PM - PDGAC: <Media omitted>  
 2/18/19, 4:06 PM - PDGAC: <Media omitted>  
 2/18/19, 4:44 PM - PDGAC: <https://main.trai.gov.in/consultation-paper-review-television-audience-measurement-and-ratings-india>  
 2/18/19, 5:02 PM - PDGAC: <Media omitted>  
 2/18/19, 5:02 PM - PDGAC: Pls ask Shantanu to ready the responses  
 2/18/19, 5:03 PM - PDGAC: All major points across responses should be responded to  
 2/18/19, 5:03 PM - Romil Ramgaria Barc: Ok  
 2/18/19, 5:14 PM - Romil Ramgaria Barc: Couple of points specifically in the last question we should take IBF head on - specially on software, payout data etc  
 2/18/19, 5:15 PM - Romil Ramgaria Barc: Also some pieces we should selectively use to do media story - where they are praising BARC  
 2/18/19, 6:58 PM - PDGAC: It's Saurabh Yagniks play  
 2/18/19, 6:59 PM - Romil Ramgaria Barc: Yes - asshole he is  
 2/18/19, 6:59 PM - PDGAC: We should have a action plan on this  
 2/18/19, 6:59 PM - PDGAC: Pls advise shantanu  
 2/18/19, 7:00 PM - Romil Ramgaria Barc: Yes - we should also write to IBF in parallel  
 2/19/19, 9:52 AM - Romil Ramgaria Barc: 12th  
 2/19/19, 9:59 AM - PDGAC: K  
 2/19/19, 10:41 AM - Romil Ramgaria Barc: You chatted with Gupta? Or tea break

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Chat With Romil Ramgaria

2/19/19, 10:41 AM - PDG&C: Sent him a message  
 2/19/19, 10:42 AM - Romil Ramgaria Barc: Ok  
 2/19/19, 10:42 AM - PDG&C: Asking what time to call  
 2/19/19, 12:25 PM - Romil Ramgaria Barc: <Media omitted>  
 2/19/19, 12:25 PM - Romil Ramgaria Barc: <Media omitted>  
 2/19/19, 1:11 PM - Romil Ramgaria Barc: <Media omitted>  
 2/19/19, 2:44 PM - Romil Ramgaria Barc: What has Khanna joined zee as?  
 2/19/19, 2:45 PM - PDG&C: Pata nahi  
 2/19/19, 2:47 PM - Romil Ramgaria Barc: COO reporting to Ashok  
 2/19/19, 2:47 PM - Romil Ramgaria Barc: Joined on Friday  
 2/19/19, 2:53 PM - PDG&C: Fuck  
 2/19/19, 2:54 PM - Romil Ramgaria Barc: But apparently ashok is struggling there  
 2/19/19, 2:54 PM - Romil Ramgaria Barc: Every cost and editorial call is Sudhir  
 2/19/19, 2:54 PM - PDG&C: That will not change anyways  
 2/19/19, 2:55 PM - PDG&C: Max two years tenure  
 2/19/19, 2:55 PM - PDG&C: But serves him good  
 2/19/19, 2:55 PM - Romil Ramgaria Barc: Yes  
 2/19/19, 7:43 PM - PDG&C: Spoke to Gupta  
 2/19/19, 7:43 PM - PDG&C: He is very firm and threatening that he will stop BARC if we don't comply to directive  
 2/19/19, 7:44 PM - PDG&C: He thinks some broadcasters are pricing the channel ten times their old pricing and they are forcing barc to do this  
 2/19/19, 7:44 PM - Romil Ramgaria Barc: Hmm - he has gone personal - and given the powers they have, they can do that also  
 2/19/19, 7:45 PM - PDG&C: He says I have enough complaints against barc - this will help me prove that it's run by a couple of broadcasters  
 2/19/19, 7:45 PM - PDG&C: So it's not good for us  
 2/19/19, 7:45 PM - PDG&C: Wonder how to drive sense to punit  
 2/19/19, 7:45 PM - PDG&C: Given his mood these days  
 2/19/19, 7:46 PM - PDG&C: At the same time Government is not willing to hear - trai is becoming despotic  
 2/19/19, 7:46 PM - Romil Ramgaria Barc: The only way is PMO -  
 2/19/19, 7:46 PM - Romil Ramgaria Barc: Else TRAI will not listen  
 2/19/19, 7:46 PM - PDG&C: Yes  
 2/19/19, 7:47 PM - Romil Ramgaria Barc: And no one will do anything in our ecosystem - we only have to meet them - we have to just explain, we are talking about 6-8 weeks of data not being there on website - and TRAI is being anal about it  
 2/19/19, 7:47 PM - PDG&C: Yes  
 2/19/19, 7:47 PM - PDG&C: For Punit it's not a big deal that barc gets shut down  
 2/19/19, 7:48 PM - PDG&C: For us it is  
 2/19/19, 7:48 PM - Romil Ramgaria Barc: Yes absolutely  
 2/19/19, 7:48 PM - Romil Ramgaria Barc: You have left or leaving?  
 2/19/19, 7:48 PM - PDG&C: None  
 2/19/19, 7:48 PM - PDG&C: Punit will arrive by 9  
 2/19/19, 7:48 PM - Romil Ramgaria Barc: Will come to your room?  
 2/19/19, 7:48 PM - PDG&C: So will go to party around 830  
 2/19/19, 7:48 PM - PDG&C: Oh that way - no am.in Hyatt now  
 2/19/19, 7:49 PM - Romil Ramgaria Barc: Oh ok  
 2/20/19, 9:06 AM - Romil Ramgaria Barc: Did you speak to Punit?  
 2/20/19, 9:16 AM - PDG&C: Yes - and Shashi  
 2/20/19, 9:16 AM - PDG&C: Come will talk  
 2/20/19, 9:16 AM - Romil Ramgaria Barc: Ok. Leaving. Should be there by 945  
 2/20/19, 9:16 AM - PDG&C: Earlier the better

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Chat With Romil Ramgaria

2/20/19, 9:17 AM - PDG&@: It's a bit of mess here  
 2/20/19, 9:17 AM - PDG&@: You have to collect badge  
 2/20/19, 9:56 AM - Romil Ramgaria Barc: Itâ€™s a complete mess  
 2/20/19, 9:56 AM - Romil Ramgaria Barc: In the line since 15 mins  
 2/20/19, 9:56 AM - Romil Ramgaria Barc: And itâ€™s almost not moving  
 2/20/19, 11:11 AM - Romil Ramgaria Barc: He doesnâ€™t know what he is talking - not impressive at all  
 2/20/19, 11:15 AM - PDG&@: Very boring and bad  
 2/20/19, 11:15 AM - PDG&@: Simple  
 2/20/19, 11:16 AM - Romil Ramgaria Barc: Do we meet out at 1145?  
 2/20/19, 11:16 AM - PDG&@: Yes  
 2/20/19, 11:16 AM - Romil Ramgaria Barc: Ok  
 2/20/19, 11:44 AM - Romil Ramgaria Barc: Do we meet after he finishes or now?  
 2/20/19, 11:44 AM - PDG&@: Am out  
 2/20/19, 11:44 AM - PDG&@: Was meeting punit  
 2/20/19, 11:44 AM - Romil Ramgaria Barc: Ok. Coming  
 2/20/19, 12:35 PM - Romil Ramgaria Barc: Hiyana has fever since yesterday. And last night it went to 103. Am taking the late evening flight today  
 2/20/19, 12:36 PM - PDG&@: Oops  
 2/20/19, 12:36 PM - PDG&@: Yes pls go ahead  
 2/20/19, 12:50 PM - PDG&@: Points for second GEC??  
 2/20/19, 1:19 PM - Romil Ramgaria Barc: Yes - by the weekend  
 2/20/19, 5:54 PM - Romil Ramgaria Barc: You spoke to Gupta?  
 2/20/19, 5:55 PM - PDG&@: Only after i see final draft and run thru punit  
 2/20/19, 5:59 PM - Romil Ramgaria Barc: Rajni is sending. Just spoke to him  
 2/20/19, 6:04 PM - PDG&@: Are there any changes?  
 2/20/19, 6:04 PM - Romil Ramgaria Barc: Yes - some changes  
 2/20/19, 6:05 PM - PDG&@: Ask him to show clearly the changes  
 2/20/19, 6:52 PM - PDG&@: If we are buying Meyers in MDL does it technically need barc Chairman's approval?  
 2/20/19, 6:53 PM - PDG&@: Or just good practice  
 2/20/19, 7:00 PM - Romil Ramgaria Barc: Technically not required. But good from spirit standpoint  
 2/20/19, 7:03 PM - PDG&@: Ok  
 2/20/19, 7:13 PM - Romil Ramgaria Barc: Raj becoming India ceo for Martin  
 2/20/19, 7:15 PM - PDG&@: Heard this a couple of days back will check  
 2/20/19, 7:24 PM - Romil Ramgaria Barc: Raj says ita a rumour ðŸ˜Š  
 2/20/19, 7:24 PM - Romil Ramgaria Barc: But Anant will know  
 2/20/19, 7:32 PM - PDG&@: Will check  
 2/20/19, 7:33 PM - PDG&@: Do you want me to talk to shashi on secondary elements to IPG?  
 2/20/19, 7:33 PM - PDG&@: What do you want me to say  
 2/20/19, 7:33 PM - PDG&@: Pancham was saying  
 2/20/19, 7:34 PM - Romil Ramgaria Barc: Pancham can be around to explain. But concept wise tracking all their on screen elements and attributing viewership to that  
 2/20/19, 7:34 PM - Romil Ramgaria Barc: Should I talk to anamika?  
 2/20/19, 7:34 PM - PDG&@: I think you should  
 2/20/19, 7:34 PM - Romil Ramgaria Barc: Yes will chat  
 2/20/19, 7:34 PM - PDG&@: He was saying hema  
 2/20/19, 7:35 PM - Romil Ramgaria Barc: Can speak to Hema also  
 2/20/19, 7:54 PM - Romil Ramgaria Barc: Spoke to Hema. Shradha had already met her today. She has given some feedback. She sees value but need enhancements. So will close loop that

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 [Handwritten signatures and initials]



## Chat With Romil Ramgaria

2/20/19, 7:57 PM - PDGÂ©: Told Shashi  
 2/20/19, 7:57 PM - PDGÂ©: Is this with quantiphi?  
 2/20/19, 7:57 PM - PDGÂ©: He will be more keen  
 2/20/19, 7:58 PM - Romil Ramgaria Barc: No - don't want to develop more products right now with them - they are high headed and expect the moon  
 2/20/19, 7:58 PM - Romil Ramgaria Barc: I think they have become too big - already 700 people and moving up to 1200 this year  
 2/20/19, 7:58 PM - Romil Ramgaria Barc: They also have us a hard time on OOH Modelljnt exercise and charged a bomb  
 2/20/19, 7:59 PM - Romil Ramgaria Barc: Have given Quantiphi task to develop automated NCT for us for 20 channels at 1.25cr annually which we pay TAM 2cr currently. Let's see how that goes  
 2/20/19, 8:00 PM - PDGÂ©: Got it  
 2/20/19, 8:00 PM - PDGÂ©: I told him we have 3-4 vendor's  
 2/20/19, 8:00 PM - Romil Ramgaria Barc: Yes  
 2/20/19, 8:01 PM - Romil Ramgaria Barc: Taking off now  
 2/20/19, 8:01 PM - PDGÂ©: K  
 2/21/19, 12:58 AM - PDGÂ©: Met Arun Poorie and his wife at Madhavan house - wonderful interaction  
 2/21/19, 12:59 AM - PDGÂ©: Will have to go and meet him on two things - Tampering and SRPD  
 2/21/19, 12:59 AM - PDGÂ©: We need to write a letter to IBF too on these two points  
 2/21/19, 12:59 AM - PDGÂ©: Will talk tomorrow  
 2/21/19, 8:35 AM - Romil Ramgaria Barc: Ok  
 2/21/19, 9:44 AM - PDGÂ©: Should we give LCN advisory on hindi channels  
 2/21/19, 9:57 AM - Romil Ramgaria Barc: For Bharat?  
 2/21/19, 10:10 AM - PDGÂ©: Yes  
 2/21/19, 10:11 AM - PDGÂ©: Without mentioning - as usual  
 2/21/19, 10:12 AM - Romil Ramgaria Barc: But we are not releasing heads up anymore  
 2/21/19, 10:12 AM - Romil Ramgaria Barc: It can go in the 11am mail  
 2/21/19, 10:13 AM - PDGÂ©: Yes  
 2/21/19, 10:17 AM - Romil Ramgaria Barc: Ok. ShantNu is also sending the TRAI response now.  
 2/21/19, 10:17 AM - Romil Ramgaria Barc: Do you want to talk to Gupta before that?  
 2/21/19, 10:31 AM - PDGÂ©: Let him send - I will talk to Gupta  
 2/21/19, 10:31 AM - Romil Ramgaria Barc: Ok  
 2/21/19, 10:32 AM - PDGÂ©: Also prepare a note to IBF elaborating what all are we doing on Tampering and SRPD, our ask from govt on penal.provisions return path from smart TV and all boxes -  
 2/21/19, 10:32 AM - PDGÂ©: End the note seeking a meeting on this  
 2/21/19, 10:33 AM - PDGÂ©: We should create a full presentation on this to present in IBF  
 2/21/19, 10:33 AM - PDGÂ©: Where we should answer all questions  
 2/21/19, 10:35 AM - Romil Ramgaria Barc: Ok  
 2/21/19, 10:36 AM - PDGÂ©: Let's get the mail ready by weekend  
 2/21/19, 10:36 AM - PDGÂ©: And ppt by Monday?  
 2/21/19, 10:37 AM - Romil Ramgaria Barc: Yes ok  
 2/21/19, 10:38 AM - PDGÂ©: This ppt we will also do to Aron poorie  
 2/21/19, 10:39 AM - PDGÂ©: He wants to meet us directly  
 2/21/19, 10:39 AM - PDGÂ©: We should show Tech flow  
 2/21/19, 10:39 AM - Romil Ramgaria Barc: Yes will be a good window

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### Chat With Romil Ramgaria

2/21/19, 10:39 AM - Romil Ramgaria Barc: Ok  
2/21/19, 10:39 AM - PDG&A: Also pls chase Prashant to get a data flow audit done  
2/21/19, 10:40 AM - PDG&A: Either govt or ibf will do a audit  
2/21/19, 10:40 AM - PDG&A: We should be ready by doing a dry run by someone else  
2/21/19, 10:41 AM - Romil Ramgaria Barc: Activating this  
2/21/19, 10:43 AM - PDG&A: Some audit will come sooner than we think  
2/21/19, 10:43 AM - PDG&A: So we should finish ours soon  
2/21/19, 10:44 AM - Romil Ramgaria Barc: Ok  
2/21/19, 11:19 AM - Romil Ramgaria Barc: 3 options:-

a) Take a stake between 10% - 25% in the main entity. It will give us a voice in the board. Will also give us some control over the technology. However, it is an expensive option.

b) Incorporate the JV - JV will focus on meter development, products and playout monitoring. While incorporating the JV, we can incorporate obligation clauses which restricts Sensara from doing competing products for any other entity even through its main entity. BARC Will have a controlling stake in this JV. The JV can incorporate restrictions on Sensara for areas which are of strategic interest to BARC.

c) Exclusivity to BARC by Sensara for meter related activities, playout monitoring and ratings monetization related products.

2/21/19, 11:20 AM - Romil Ramgaria Barc: For discussion purposes with sensara - in the same order of priority

2/21/19, 11:22 AM - PDG&A: Ok  
2/21/19, 7:35 PM - PDG&A: Gupta will meet me at 5  
2/21/19, 7:35 PM - PDG&A: Send me the slides I can show him on ipad  
2/21/19, 7:35 PM - Romil Ramgaria Barc: Ok great. Tomorrow?  
2/21/19, 7:35 PM - PDG&A: Which shows how much further it has slid genre channel and slotwise

2/21/19, 7:35 PM - PDG&A: Yes tomorrow  
2/21/19, 7:36 PM - PDG&A: He only called back  
2/21/19, 7:36 PM - Romil Ramgaria Barc: It will only boost his confidence thinking its consumer choice

2/21/19, 7:36 PM - PDG&A: Says the next letter will be stern

2/21/19, 7:36 PM - PDG&A: Yes&Y~S

2/21/19, 7:37 PM - Romil Ramgaria Barc: Will send you the ppt but don&A;t think you should show - keep it s a back up but largely talk out

2/21/19, 7:39 PM - PDG&A: Ok

2/21/19, 7:39 PM - PDG&A: These slides pls

2/21/19, 7:40 PM - Romil Ramgaria Barc: Pointers - 1) Too much feeling of TRAI directions despite self regulation 2) barc may become irrelevant if digital doesn&A;t happen in 2/3 years hence self regulation is key 3) we are with you and absolutely working independently but data that we are releasing is not consumer choice but forced switch offs 4) help us to help you 5) cost issue, hence can govt fund through some funds

2/21/19, 7:40 PM - PDG&A: Ok

2/21/19, 8:33 PM - PDG&A: Itc is interested in TV plus digital

2/21/19, 8:33 PM - PDG&A: Minus IsA

2/21/19, 10:03 PM - Romil Ramgaria Barc: Ok great. Srini?

2/21/19, 10:21 PM - PDG&A: Chaproo

2/22/19, 8:42 AM - PDG&A: <Media omitted>

2/22/19, 8:43 AM - PDG&A: Pls ask Shantany to go and meet Agarwal etc

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## Chat With Romil Ramgaria

2/22/19, 8:43 AM - PDG&C: And clarify this today  
 2/22/19, 8:46 AM - PDG&C: Is there a report that tech can give on who all downloaded data yesterday and when  
 2/22/19, 3:09 PM - Romil Ramgaria Barc: Board meeting points- 1) NTO ratings update 2) cost trending 3) finance update - other can be JV update but too early. Hence not much to talk in this board meeting. Should we push our meeting to April? Do you want to check with Punit?  
 2/22/19, 3:10 PM - PDG&C: Cost trending only after we see on Monday  
 2/22/19, 3:10 PM - PDG&C: Let's decide on Monday  
 2/22/19, 3:10 PM - Romil Ramgaria Barc: Yes - so if we exclude that also, nothing much to talk.  
 2/22/19, 3:10 PM - Romil Ramgaria Barc: Ok  
 2/22/19, 3:10 PM - PDG&C: In any case punit is in party mode noq  
 2/22/19, 3:10 PM - Romil Ramgaria Barc: Sold off?  
 2/22/19, 3:11 PM - PDG&C: No no  
 2/22/19, 3:11 PM - PDG&C: Today is some bollywood party at kochi - he is hosting  
 2/22/19, 3:11 PM - Romil Ramgaria Barc: ðŸ˜Š  
 2/22/19, 3:19 PM - PDG&C: Hope hiyana is better  
 2/22/19, 3:19 PM - Romil Ramgaria Barc: Yes - every day getting better.  
 2/22/19, 3:20 PM - PDG&C: Good  
 2/22/19, 6:08 PM - PDG&C: Will reach hotel and call you on WhatsApp  
 2/22/19, 6:08 PM - Romil Ramgaria Barc: Ok  
 2/22/19, 10:51 PM - Romil Ramgaria Barc: <Media omitted>  
 2/22/19, 10:51 PM - Romil Ramgaria Barc: <Media omitted>  
 2/22/19, 10:51 PM - Romil Ramgaria Barc: <Media omitted>  
 2/22/19, 10:51 PM - Romil Ramgaria Barc: <Media omitted>  
 2/22/19, 10:52 PM - Romil Ramgaria Barc: Had sent these to Gaurav Sanerjee - he was raising issue around ats drop and core viewers why are not showing numbers  
 2/22/19, 10:52 PM - Romil Ramgaria Barc: <Media omitted>  
 2/22/19, 10:52 PM - Romil Ramgaria Barc: R Bharat - 221% growth vs LW  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: Bharat doing well this week - share has gone up.  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: Have increased a bit on Tata sky. Airtel yet to see improvement. Should see from Wednesday  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: ATS is doing well  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: Have told vikas that Tata sky promotion is helping and content is also playing well  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: So they should continue  
 2/22/19, 10:53 PM - Romil Ramgaria Barc: Specially HSM urban they are doing well  
 2/22/19, 10:54 PM - PDG&C: Hmmm  
 2/22/19, 10:55 PM - PDG&C: Avinash was telling me he expects Bharat to get to no 3 types  
 2/22/19, 10:56 PM - Romil Ramgaria Barc: I donâ€™t trust him as much /  
 2/22/19, 10:56 PM - Romil Ramgaria Barc: He must be itching us  
 2/22/19, 10:56 PM - PDG&C: Right  
 2/22/19, 10:57 PM - PDG&C: Have they gone down in landing?  
 2/22/19, 10:57 PM - Romil Ramgaria Barc: A bit in dish videocon etc /  
 2/22/19, 10:57 PM - Romil Ramgaria Barc: But cable landing exists  
 2/22/19, 10:58 PM - PDG&C: I have to tell you in detail about Arun poorie conversation  
 2/22/19, 10:58 PM - Romil Ramgaria Barc: Ok  
 2/22/19, 11:08 PM - PDG&C: So his doubts are unfounded right? Who gave him wrong figures

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Chat With Romil Ramgaria

2/22/19, 11:09 PM - Romil Ramgaria Barc: Yes - must be from his team - he was saying why are core viewers not coming back  
 2/22/19, 11:09 PM - Romil Ramgaria Barc: Or why are they not spending as much time  
 2/22/19, 11:09 PM - Romil Ramgaria Barc: That's why we did three scenarios and shared with him all  
 2/22/19, 11:09 PM - PDGAC: You should tell him his team needs training  
 2/22/19, 11:09 PM - PDGAC: Why are they getting wrong findings  
 2/22/19, 11:10 PM - Romil Ramgaria Barc: Yes will tell him / all these are available in BMW itself  
 2/23/19, 11:19 AM - Romil Ramgaria Barc: No decision yet on release right?  
 2/23/19, 11:20 AM - PDGAC: Punit is having a call with other three today  
 2/23/19, 11:20 AM - PDGAC: After that  
 2/23/19, 11:33 AM - Romil Ramgaria Barc: Ok  
 2/23/19, 7:25 PM - Romil Ramgaria Barc: <Media omitted>  
 2/23/19, 7:43 PM - PDGAC: No word from Punit  
 2/23/19, 7:43 PM - PDGAC: Reminded  
 2/23/19, 8:30 PM - PDGAC: Let's prepare two alternative proposals - one as JV one as customer for UE  
 2/23/19, 8:30 PM - PDGAC: Let's brief Shashi sir on monday morning  
 2/23/19, 8:31 PM - Romil Ramgaria Barc: Ok  
 2/23/19, 8:44 PM - Romil Ramgaria Barc: <Media omitted>  
 2/23/19, 8:50 PM - PDGAC: With this British meter we should have another data set which we should fuse  
 2/23/19, 8:50 PM - PDGAC: Let's put a CFT on  
 2/23/19, 8:51 PM - PDGAC: We need to make a grey box  
 2/23/19, 8:52 PM - Romil Ramgaria Barc: British meter?  
 2/23/19, 8:52 PM - PDGAC: Reality mine  
 2/23/19, 8:52 PM - Romil Ramgaria Barc: Hmm ok  
 2/25/19, 8:43 AM - PDGAC: Pti news report :  
<https://www.dailypioneer.com/2019/business/trai-directs-barc-india-to-publish-rating--tv-viewership-data-for-past-weeks-immediately.html>  
 2/25/19, 8:43 AM - PDGAC: Anjan forwarded me last night  
 2/25/19, 8:43 AM - PDGAC: Indian television must be doing a story  
 2/25/19, 8:44 AM - PDGAC: Can we plug an anonymous one - sources say broadcasters are not letting BARC release this  
 2/25/19, 9:03 AM - PDGAC: Am sure many will do this story  
 2/25/19, 9:04 AM - Romil Ramgaria Barc: Yes - I think everyone will do this story - and the way it's been twisted as we were not releasing data  
 2/25/19, 9:05 AM - PDGAC: Yes  
 2/25/19, 9:05 AM - PDGAC: So some should say that  
 2/25/19, 9:05 AM - PDGAC: It's not true  
 2/25/19, 12:17 PM - Romil Ramgaria Barc: Do you want to keep Gupta aligned on this?  
 2/25/19, 12:17 PM - PDGAC: Yes  
 2/25/19, 12:17 PM - PDGAC: Wondering how to place it  
 2/25/19, 12:18 PM - PDGAC: But have some time  
 2/25/19, 12:18 PM - Romil Ramgaria Barc: Shantanu is sending the mail to them now - after that you want to speak or before?  
 2/25/19, 12:18 PM - PDGAC: After  
 2/25/19, 12:18 PM - PDGAC: May WhatsApp  
 2/25/19, 12:19 PM - Romil Ramgaria Barc: Better be verbal then WhatsApp -  
 2/25/19, 12:19 PM - PDGAC: Can someone send me links of media sites carrying ratings anyways

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Chat With Romil Ramgaria

2/25/19, 12:20 PM - Romil Ramgaria Barc: Very less / yes will get the links  
2/25/19, 12:26 PM - Romil Ramgaria Barc: shashi has just responded saying he cannot come for the meetin  
2/25/19, 12:26 PM - Romil Ramgaria Barc: we should ask him to be at least on the call  
2/25/19, 12:28 PM - PDG&O: Let's cancel postpone  
2/25/19, 12:28 PM - PDG&O: He should be there for meeting  
2/25/19, 12:29 PM - Romil Ramgaria Barc: This getting a time from all is becoming an issue - I think itâ€™s on purpose - can we ask him to be on the call?  
2/25/19, 12:29 PM - Romil Ramgaria Barc: Because otherwise Ashish will again say you guys have to do the meeting?  
2/25/19, 12:29 PM - PDG&O: He will not contribute if on call  
2/25/19, 12:29 PM - PDG&O: He needs to manoeuvre this  
2/25/19, 12:29 PM - PDG&O: He has strong views  
2/25/19, 12:30 PM - Romil Ramgaria Barc: Ok. So will refix this. We should postpone our March board meeting to April? Nothing much to discuss?  
2/25/19, 12:32 PM - PDG&O: He will come  
2/25/19, 12:33 PM - Romil Ramgaria Barc: Shashi , Ashish , homusji , radhesh confirmed  
2/25/19, 12:33 PM - Romil Ramgaria Barc: Vikram on call  
2/25/19, 12:40 PM - PDG&O: Ok  
2/25/19, 12:43 PM - Romil Ramgaria Barc: <Media omitted>  
2/25/19, 12:45 PM - PDG&O: Highlight 95% growth - outgrowing genre to Vikas  
2/25/19, 12:46 PM - Romil Ramgaria Barc: Already told  
2/25/19, 12:47 PM - Romil Ramgaria Barc: Told him the advertisement also - Bharat turns to Bharat for news - highest growth among all channels  
2/25/19, 12:57 PM - PDG&O: 8Y-5  
2/25/19, 2:17 PM - Romil Ramgaria Barc: BTVI is no 1 this week - because of being FTA - i think it was waiting for tata to say tata.. :)  
2/25/19, 2:33 PM - PDG&O: 8Y-,,  
2/25/19, 2:49 PM - PDG&O: both ET Now and CNBC fell equally? or one more than other  
2/25/19, 3:00 PM - PDG&O: name of s4 ceo  
2/25/19, 3:00 PM - PDG&O: <https://youtu.be/xSm57TZQfmU>  
2/25/19, 3:01 PM - Romil Ramgaria Barc: Who is it?  
2/25/19, 3:01 PM - PDG&O: some malani  
2/25/19, 3:02 PM - PDG&O: not nknown  
2/25/19, 3:02 PM - PDG&O: apparently british indian  
2/25/19, 5:27 PM - Romil Ramgaria Barc: Shashi says tv plus OOH for currency needs to be through tech comm  
2/25/19, 5:31 PM - PDG&O: Let's take it then  
2/25/19, 5:31 PM - Romil Ramgaria Barc: Yes  
2/25/19, 8:42 PM - PDG&O: ??  
2/25/19, 8:45 PM - Romil Ramgaria Barc: Yes will send you tonight. Being redrafted  
2/25/19, 8:52 PM - PDG&O: <Media omitted>  
2/25/19, 8:52 PM - PDG&O: <Media omitted>  
2/25/19, 8:52 PM - PDG&O: Pls give the same slides for week 8  
2/26/19, 9:22 AM - Romil Ramgaria Barc: We should send the minutes else Venkat will again jump  
2/26/19, 9:23 AM - PDG&O: Reminded punit again last night  
2/26/19, 9:23 AM - Romil Ramgaria Barc: Ok  
2/26/19, 9:23 AM - PDG&O: Lengthy document hence inertia I guess

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Chat With Romil Ramgaria

2/26/19, 9:24 AM - Romil Ramgaria Barc: Yes  
2/26/19, 11:24 AM - PDGAS: when can i get this?  
2/26/19, 11:24 AM - PDGAS: also cabn you give me network shares pl3wupto week 5, then, week 6,7,8  
2/26/19, 12:08 PM - Romil Ramgaria Barc: Mostly today eod post the rerun  
2/26/19, 12:09 PM - PDGAS: ok  
2/26/19, 12:09 PM - PDGAS: pls give a detailed one on network sghare - decide on format before data comes  
2/26/19, 12:09 PM - Romil Ramgaria Barc: Ok  
2/26/19, 1:07 PM - Romil Ramgaria Barc: Getting Vira to fix the NTO task force call again either this week or early next week  
2/26/19, 1:21 PM - PDGAS: What is the expected outcome  
2/26/19, 1:22 PM - Romil Ramgaria Barc: Update on the current scenario and how is the on ground situation moving  
2/26/19, 1:25 PM - PDGAS: Ok ask Shashi too when you meeting him  
2/26/19, 1:26 PM - Romil Ramgaria Barc: I met him. Didnâ€™t check with him. Will message and find out  
2/26/19, 1:26 PM - PDGAS: Ok  
2/26/19, 2:59 PM - Romil Ramgaria Barc: Have asked rajni to be ready with decision on Bombay HC vs Delhi HC. and also list of lawyers one with left bent and other with right bent for us to decide  
2/26/19, 2:59 PM - Romil Ramgaria Barc: But we should be clear whether we comply and protest or only protest  
2/26/19, 3:00 PM - Romil Ramgaria Barc: Accordingly will brief lawyers -  
2/26/19, 3:01 PM - PDGAS: punit feels we should not comply - they should push us to go to court - i was pushing a bit - seems he got irritated  
2/26/19, 3:01 PM - PDGAS: will show you the conversation when here  
2/26/19, 3:01 PM - PDGAS: he asked shashi sir - he kept quiet  
2/26/19, 3:03 PM - Romil Ramgaria Barc: Also we said we need to seek boardâ€™s view and officially have send it to chairman of the board - which should be technically right but will need documentation on when we sent etc -  
2/26/19, 3:04 PM - PDGAS: yes technically we should call for a board call or meeting then  
2/26/19, 3:04 PM - PDGAS: but dont want to irritate him today  
2/26/19, 3:04 PM - Romil Ramgaria Barc: Rumours are that deal will be announced this week  
2/26/19, 3:04 PM - PDGAS: tom night he flies out - hopefully after a deal - maybe a better time  
2/26/19, 3:04 PM - PDGAS: yes i also heard so  
2/26/19, 8:44 PM - PDGAS: <Media omitted>  
2/26/19, 8:44 PM - PDGAS: <Media omitted>  
2/26/19, 8:44 PM - PDGAS: <Media omitted>  
2/26/19, 8:44 PM - PDGAS: <Media omitted>  
2/26/19, 8:45 PM - PDGAS: You ok with these numbers?  
2/26/19, 8:48 PM - PDGAS: Zee star didn't fall much in South - still nationally such a fall?  
2/26/19, 10:21 PM - PDGAS: <Media omitted>  
2/26/19, 10:21 PM - PDGAS: Shouldn't Sun TV fall more than Zee Tamil? The disti inputs say so - can you check  
2/26/19, 10:31 PM - Romil Ramgaria Barc: Impressions wise fall is lesser for zee  
2/26/19, 10:32 PM - Romil Ramgaria Barc: Also zee Tamil is controlled a bit for some shows  
2/26/19, 10:33 PM - Romil Ramgaria Barc: Also combing network 18 with viacom18 will show lesssr drop because overall news has grown very much

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## Chat With Romil Ramgaria

2/26/19, 10:33 PM - PDGAS: Yes  
 2/26/19, 10:34 PM - PDGAS: In present situation it's not looking right  
 2/26/19, 10:34 PM - PDGAS: We know Sun has got switched off most  
 2/26/19, 10:34 PM - PDGAS: Are we doing nil add backs ?  
 2/26/19, 10:35 PM - PDGAS: As in cleaning?  
 2/26/19, 10:35 PM - PDGAS: We should use the situation  
 2/26/19, 10:35 PM - Romil Ramgaria Barc: We are testing the increase to 100% and also zero  
 2/26/19, 10:35 PM - Romil Ramgaria Barc: Also testing to move towards D Plus 1  
 2/26/19, 10:35 PM - PDGAS: Hmmm  
 2/26/19, 10:36 PM - PDGAS: This we should quickly decide and implement  
 2/26/19, 10:36 PM - Romil Ramgaria Barc: Yes  
 2/26/19, 10:39 PM - Romil Ramgaria Barc: <Media omitted>  
 2/26/19, 10:39 PM - Romil Ramgaria Barc: Zee is the least to fall in south  
 2/26/19, 10:40 PM - Romil Ramgaria Barc: Among top 4  
 2/26/19, 10:42 PM - PDGAS: K  
 2/27/19, 1:13 AM - PDGAS: We need to write to board informing them of the TRAI directive  
 2/27/19, 7:40 AM - Romil Ramgaria Barc: Ok  
 2/27/19, 9:50 AM - PDGAS: You are ok with Rajini's board note?  
 2/27/19, 10:25 AM - Romil Ramgaria Barc: Just going through. 5 mins. Sorry was in a meeting  
 2/27/19, 10:25 AM - PDGAS: romil - pls understand the urgency of all this  
 2/27/19, 10:25 AM - PDGAS: we are already late in informing board because of Punit  
 2/27/19, 10:25 AM - PDGAS: now he is in US  
 2/27/19, 10:25 AM - PDGAS: we need to send this to him before he goes to sleep  
 2/27/19, 10:26 AM - PDGAS: or else we lose another day  
 2/27/19, 10:26 AM - PDGAS: no meeting is more critical than this now  
 2/27/19, 10:34 AM - Romil Ramgaria Barc: Agree boss. Sorry the meeting was set up long back. Have spoken to rajni for some changes  
 2/27/19, 10:35 AM - Romil Ramgaria Barc: It's too long but I think let it be to put on record  
 2/27/19, 10:36 AM - Romil Ramgaria Barc: Also sending this to all board means MIB and TRAI may also come to know / may be because of Vempati etc  
 2/27/19, 10:45 AM - PDGAS: have told him to quote a bit of the last board minutes - which decided that we shouldnt oput in public domain  
 2/27/19, 10:45 AM - PDGAS: to shorten a bit  
 2/27/19, 10:45 AM - Romil Ramgaria Barc: Yes. Had told him to  
 2/27/19, 10:45 AM - Romil Ramgaria Barc: Also to mention Shashi's name in the meeting with Gupta  
 2/27/19, 10:45 AM - Romil Ramgaria Barc: And also pragaraphing it better else attention is lost  
 2/27/19, 10:46 AM - Romil Ramgaria Barc: And also we need to end with an ask from the board  
 2/27/19, 10:46 AM - PDGAS: yes  
 2/27/19, 10:46 AM - PDGAS: no action point  
 2/27/19, 10:47 AM - PDGAS: i asked Punit last night whether we should have a call on thursday or friday  
 2/27/19, 10:47 AM - PDGAS: board call  
 2/27/19, 10:47 AM - PDGAS: he said will decide  
 2/27/19, 10:47 AM - PDGAS: so lets put in end - request your comments  
 2/27/19, 10:49 AM - Romil Ramgaria Barc: Ok  
 2/27/19, 1:46 PM - Romil Ramgaria Barc: <Media omitted>

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Chat With Romil Ramgaria

2/27/19, 1:46 PM - Romil Ramgaria Barc: Discovery has dropped more than NGC. History is the best  
 2/27/19, 1:47 PM - PDG@: Yes discovery I noticed  
 2/27/19, 8:41 PM - PDG@: Going thru a long chat with ashish  
 2/27/19, 8:41 PM - PDG@: On pricing  
 2/27/19, 8:42 PM - PDG@: His point is agencies price has inflated much faster than broadcasters  
 2/27/19, 8:42 PM - Romil Ramgaria Barc: Bhasin?  
 2/27/19, 8:42 PM - PDG@: Blah blah  
 2/27/19, 8:42 PM - PDG@: Yes  
 2/27/19, 8:42 PM - PDG@: Let's meet him next week and have the conversation  
 2/27/19, 8:42 PM - Romil Ramgaria Barc: That's true but still at 10% compared to 15%  
 2/27/19, 8:42 PM - PDG@: We should prepare a proper ppt  
 2/27/19, 8:42 PM - Romil Ramgaria Barc: Ok  
 2/27/19, 8:42 PM - Romil Ramgaria Barc: Vikram had also raised that na  
 2/27/19, 8:42 PM - PDG@: Yes but that he disregards now conveniently  
 2/27/19, 8:42 PM - Romil Ramgaria Barc: Also we need to tape Sam  
 2/27/19, 8:43 PM - PDG@: Singh?  
 2/27/19, 8:43 PM - Romil Ramgaria Barc: Yes  
 2/27/19, 8:43 PM - PDG@: Yes let's meet him too  
 2/27/19, 8:43 PM - Romil Ramgaria Barc: Specially the spot trek think  
 2/27/19, 8:44 PM - Romil Ramgaria Barc: Gayatri called in the evening - saying going beyond 9m will be tough - have asked her to give one more push and try given what we are doing on OOH  
 2/27/19, 8:44 PM - PDG@: Pls tell her - we are investing  
 2/27/19, 8:44 PM - Romil Ramgaria Barc: I was meeting raj now. Chatted about Vishesh - he is not too positive  
 2/27/19, 8:44 PM - PDG@: We can shift these Meyers to premium otherwise  
 2/27/19, 8:45 PM - PDG@: Hmmm  
 2/27/19, 8:45 PM - Romil Ramgaria Barc: Also ravish was negative about Vishesh  
 2/27/19, 8:45 PM - PDG@: Ok  
 2/27/19, 8:45 PM - PDG@: A bit of Punjabi smoothness I guess  
 2/27/19, 8:45 PM - PDG@: Maybe hollow inside  
 2/27/19, 8:45 PM - PDG@: What did Raj say? Why?  
 2/27/19, 8:45 PM - Romil Ramgaria Barc: Yes exactly - that's what he told, doesn't contribute much  
 2/27/19, 8:46 PM - PDG@: This Kumar deep is fundamentally strong  
 2/27/19, 8:46 PM - Romil Ramgaria Barc: But may be ok from ops standpoint - but not head comms  
 2/27/19, 8:46 PM - PDG@: But could be difficult to handle  
 2/27/19, 8:46 PM - PDG@: Like a journalist  
 2/27/19, 8:46 PM - Romil Ramgaria Barc: Yes  
 2/27/19, 8:46 PM - PDG@: Strong bong intellectualism  
 2/27/19, 8:46 PM - Romil Ramgaria Barc: There are couple of more we are meeting  
 2/27/19, 8:46 PM - PDG@: Ok  
 2/27/19, 8:46 PM - Romil Ramgaria Barc: Let's c  
 2/27/19, 8:46 PM - PDG@: Tell Manashi  
 2/27/19, 8:47 PM - Romil Ramgaria Barc: Yes ok  
 2/27/19, 8:47 PM - PDG@: We have to hurry but not go wrong  
 2/27/19, 8:47 PM - Romil Ramgaria Barc: Yes  
 2/27/19, 8:47 PM - PDG@: Let's push Rahul Dongre too  
 2/27/19, 8:47 PM - PDG@: He is still not immersed

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## Chat With Romil Ramgaria

2/27/19, 8:47 PM - Romil Ramgaria Barc: Yes - he is still not getting hands dirty -  
 2/27/19, 8:48 PM - PDG&A: That's why my mail today  
 2/27/19, 8:48 PM - PDG&A: Also the need is genuine  
 2/27/19, 8:48 PM - Romil Ramgaria Barc: Hmm ok  
 2/27/19, 8:48 PM - Romil Ramgaria Barc: Yes  
 2/27/19, 8:48 PM - PDG&A: <Media omitted>  
 2/27/19, 8:49 PM - PDG&A: <Media omitted>  
 2/27/19, 8:49 PM - PDG&A: Took almost an hour to respond  
 2/27/19, 8:49 PM - Romil Ramgaria Barc: Ok  
 2/27/19, 8:50 PM - Romil Ramgaria Barc: Hmm  
 2/27/19, 8:50 PM - Romil Ramgaria Barc: I still think we should comply and protest - we may not be doing the right thing - from a long term standpoint  
 2/27/19, 8:51 PM - PDG&A: I also think so but Punit doesn't agree  
 2/27/19, 8:51 PM - PDG&A: Got irritated when I was pushing this yesterday  
 2/27/19, 8:51 PM - PDG&A: And Shashi sir kept quiet  
 2/27/19, 8:51 PM - Romil Ramgaria Barc: Hmm. He hasn't reverted on the NTO task force also  
 2/27/19, 8:51 PM - Romil Ramgaria Barc: Should we go ahead and schedule that?  
 2/27/19, 8:52 PM - PDG&A: No remind him after a day and see  
 2/27/19, 8:52 PM - Romil Ramgaria Barc: Ok  
 2/27/19, 8:52 PM - PDG&A: Maybe he doesn't want that pursued  
 2/27/19, 8:52 PM - PDG&A: He hasn't attended any  
 2/27/19, 8:52 PM - Romil Ramgaria Barc: Hmm  
 2/27/19, 8:53 PM - PDG&A: And maybe that negative comment from Punit on Anuj makes him think it's unimportant  
 2/27/19, 8:53 PM - Romil Ramgaria Barc: Hmm  
 2/27/19, 9:56 PM - PDG&A: You said quantiphi is doing what else apart from Bio GEC?  
 2/27/19, 10:10 PM - Romil Ramgaria Barc: Tasked him with NCT  
 2/27/19, 10:11 PM - Romil Ramgaria Barc: <Media omitted>  
 2/27/19, 10:11 PM - Romil Ramgaria Barc: Summary:

1. Major viewership from rural
  2. Channel is FTA and has 0 commercials (only promos with shorter breaks)
  3. Higher ATS than Colors Bangla and higher reach than Sony Aath
  4. Less reach of star jalsha and Zee Bangla on Siti and GTPL (majorly rural and below 75 L towns)
  5. Reach of colors B and Sony Aath also dropped on Siti and GTPL (switch offs)
  6. Viewer movement from paid (star, colors and zee) to FTA (Sun Bangla)
  7. Four Hrs of original content ( 6pm to 10 pm)
  8. Viewership from all age groups but inclined towards NCCS CDE
- 2/27/19, 10:32 PM - PDG&A: K  
 2/28/19, 11:42 AM - PDG&A: hope you are replying to Vivek Malhotra  
 2/28/19, 11:58 AM - Romil Ramgaria Barc: Yes have been speaking to him. Had sent him the flow chart also  
 2/28/19, 11:58 AM - PDG&A: Put on mail pls  
 2/28/19, 11:58 AM - PDG&A: Tomorrow he should not say we didn't co-operate  
 2/28/19, 11:59 AM - PDG&A: Does he know Arun poorie met me?  
 2/28/19, 11:59 AM - PDG&A: We should schedule that meeting and ppt before it gets late  
 2/28/19, 12:07 PM - Romil Ramgaria Barc: Not yet. He was saying we should fix the meetings with editorial

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## Chat With Romil Ramgaria

2/28/19, 5:54 PM - PDG&@: The Freedish channel numbers rather fall than increase  
 2/28/19, 5:54 PM - Romil Ramgaria Barc: Yes  
 2/28/19, 5:56 PM - PDG&@: Trying to fix Sam Singh meeting  
 2/28/19, 5:56 PM - PDG&@: Maybe a video one on Tuesday  
 2/28/19, 5:56 PM - PDG&@: He will be in delhi  
 2/28/19, 5:58 PM - Romil Ramgaria Barc: Ok  
 2/28/19, 5:59 PM - PDG&@: Nitika was getting ,19th  
 2/28/19, 6:01 PM - Romil Ramgaria Barc: because he was in Delhi and travelling.  
 Told her to try for 12th.  
 2/28/19, 6:03 PM - PDG&@: Let's do over video  
 2/28/19, 6:03 PM - PDG&@: If we are presenting let her know  
 2/28/19, 6:04 PM - Romil Ramgaria Barc: Yes we should present. Will let her know  
 3/1/19, 9:58 AM - PDG&@: I dont think our leadership team understands NTO and  
 it's implications  
 3/1/19, 9:58 AM - PDG&@: Hence even the CFO and finance team feels that we will  
 exceed our targets this year on revenues  
 3/1/19, 9:59 AM - PDG&@: Asking strategy team to put a ppt together and make  
 people aware  
 3/1/19, 9:59 AM - PDG&@: It will not be easy first half of next year  
 3/1/19, 9:59 AM - PDG&@: More 9x like requests May come  
 3/1/19, 10:00 AM - PDG&@: Partnership team has to chase revenues and not take it  
 for granted  
 3/1/19, 10:22 AM - Romil Ramgaria Barc: Yes. Driving  
 3/1/19, 3:26 PM - PDG&@: Second GEC pointers??????  
 3/4/19, 11:15 AM - PDG&@: Hey, This might interest you!

TAM Media Research, Israeli firm develop digital advertising measurement tools -  
<http://www.ecoti.in/8bqcgz8>

3/4/19, 4:40 PM - Romil Ramgaria Barc: I think we should do the NTO task force  
 call even if Shashi is not there -  
 3/4/19, 4:40 PM - PDG&@: but inform him  
 3/4/19, 4:40 PM - PDG&@: i checked with Punit today if we should revert to trai  
 - today being monday - and we had said we need a week  
 3/4/19, 4:41 PM - PDG&@: think he wants TRAI to act on us so that we go to court  
 3/4/19, 4:41 PM - PDG&@: is anyone reminding you?  
 3/4/19, 4:56 PM - Romil Ramgaria Barc: Yes - Ganesh from PG  
 3/4/19, 4:56 PM - Romil Ramgaria Barc: And even Gaurav Jeet wants to join as per  
 Ganesh  
 3/4/19, 4:57 PM - Romil Ramgaria Barc: And also - will be good to schedule just  
 from optics standpoint  
 3/4/19, 4:58 PM - PDG&@: Think - can we do for ISA then?  
 3/4/19, 4:58 PM - Romil Ramgaria Barc: But will be with Anuj - and we have Vivek  
 M also plus some agency guys also - may be align with Anuj before and use this  
 to say that 6 week is likely to be pushed  
 3/4/19, 6:11 PM - PDG&@: Dear Partho, I had to alter my career interest in BARC  
 due to some family urgency. Have taken up Research and Planning role in  
 Adfactors. Given the on-going sensitive industry scenario and BARC perception  
 dynamics, I wanted to check if you would like to explore working with Adfactors  
 on the News Management bit through Print and Digital...the idea to execute Long  
 Term, Proactive brand building PR across stakeholders. Pls do let me know. Best  
 wishes, Siddhartha Mukherjee, ex-TAM  
 3/4/19, 6:11 PM - PDG&@: Do you want to pursue?  
 3/4/19, 6:12 PM - Romil Ramgaria Barc: We can ask him to come and pitch as what  
 he wants to do

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Chat With Romil Ramgaria

3/4/19, 6:13 PM - PDG&A: yes he has to pitch  
3/4/19, 6:13 PM - Romil Ramgaria Barc: Yes we can do that  
3/4/19, 6:13 PM - PDG&A: so shantanu you and me  
3/4/19, 6:13 PM - PDG&A: asking nitika  
3/4/19, 6:13 PM - Romil Ramgaria Barc: Ok  
3/4/19, 6:32 PM - Romil Ramgaria Barc: D Plus 1 data had some issue / Suma has reprocessed the file. Data looks ok. She is sending the comparison. We should move there next week  
3/4/19, 6:34 PM - PDG&A: dont be in a hurry  
3/4/19, 6:34 PM - PDG&A: lets see for a week  
3/4/19, 6:34 PM - Romil Ramgaria Barc: Yes we will run in parallel this week -  
3/4/19, 6:34 PM - Romil Ramgaria Barc: And let's see  
3/4/19, 8:44 PM - PDG&A: Who is following up for Arun Poorie meeting  
3/4/19, 8:44 PM - PDG&A: 12/13 either day is good  
3/4/19, 10:10 PM - Romil Ramgaria Barc: Will get Asti to follow up  
3/4/19, 10:13 PM - PDG&A: Yes let's not delay this  
3/4/19, 10:14 PM - Romil Ramgaria Barc: Yes ok  
3/4/19, 10:15 PM - Romil Ramgaria Barc: Hi Romil, Sharing some details as you asked for Hindi News.  
3/4/19, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
3/4/19, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
3/4/19, 10:15 PM - Romil Ramgaria Barc: Republic Bharat at broad MOSR level (DD Free Dish, Pay DTH and Digital Cable) -  
3/4/19, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
3/4/19, 10:15 PM - Romil Ramgaria Barc: Just thought of sharing an interesting fact of this week - Aaj Tak was number one channel among all channels at HSM/15+ on Tuesday and Friday. On Friday - Aaj Tak, ABP News & India TV were the top three channels.  
3/4/19, 10:15 PM - PDG&A: Really?  
3/4/19, 10:16 PM - Romil Ramgaria Barc: Yes  
3/4/19, 10:16 PM - Romil Ramgaria Barc: It's all time high for Hindi news this week  
3/4/19, 10:16 PM - Romil Ramgaria Barc: Higher then demo and sridevi  
3/4/19, 10:16 PM - PDG&A: U mean aaj tak beats star everyone?  
3/4/19, 10:16 PM - Romil Ramgaria Barc: Yes  
3/4/19, 10:16 PM - PDG&A: Or just hindi news  
3/4/19, 10:17 PM - Romil Ramgaria Barc: Across all  
3/4/19, 10:17 PM - PDG&A: Right time to meet poorie  
3/4/19, 10:17 PM - PDG&A: 8Y,  
3/4/19, 10:18 PM - Romil Ramgaria Barc: Yup  
3/4/19, 10:20 PM - PDG&A: Good improvement in shares but ranking?  
3/4/19, 10:21 PM - PDG&A: Have they improved?  
3/4/19, 10:21 PM - Romil Ramgaria Barc: No 5  
3/4/19, 10:21 PM - Romil Ramgaria Barc: Displaced news 18  
3/4/19, 10:21 PM - PDG&A: Hmmm  
3/4/19, 10:21 PM - Romil Ramgaria Barc: Haven't told Vikas yet though  
3/4/19, 10:21 PM - PDG&A: Now kaul will jump again 8Y-5  
3/4/19, 10:21 PM - Romil Ramgaria Barc: He was trying to find out  
3/4/19, 10:21 PM - Romil Ramgaria Barc: Yes  
3/4/19, 10:21 PM - PDG&A: Yes let them wait  
3/4/19, 10:21 PM - Romil Ramgaria Barc: But largely because of Tuesday break strategy of news 18 and freedish issue  
3/4/19, 10:22 PM - Romil Ramgaria Barc: Wed and thu news 18 growth is ok  
3/4/19, 10:22 PM - Romil Ramgaria Barc: Freedish they changed their LCN

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Chat With Romil Ramgaria

3/4/19, 10:22 PM - PDG&@: You mean news18 break strategy was wrong on Tuesday?  
 3/4/19, 10:22 PM - Romil Ramgaria Barc: And replaced with their own channel  
 News18 rajasthan  
 3/4/19, 10:22 PM - Romil Ramgaria Barc: Yes  
 3/4/19, 10:22 PM - Romil Ramgaria Barc: And also on Friday - they took lot of  
 break compared to Bharat Aaj Tak and zee news  
 3/4/19, 10:23 PM - PDG&@: How many days Freedish LCN change of news18?  
 3/4/19, 10:23 PM - Romil Ramgaria Barc: 1 day only - Friday  
 3/4/19, 10:23 PM - PDG&@: Keep a ppt ready  
 3/4/19, 10:23 PM - Romil Ramgaria Barc: Yes  
 3/4/19, 10:23 PM - PDG&@: And actually asti should mail and meet them  
 3/4/19, 10:23 PM - PDG&@: News18 I mean  
 3/4/19, 10:24 PM - Romil Ramgaria Barc: Yes - already told  
 3/4/19, 10:24 PM - PDG&@: 8Y''  
 3/5/19, 12:22 PM - PDG&@: When are we moving on the 2 cr thing for Telegu  
 broadcasters  
 3/5/19, 2:34 PM - Romil Ramgaria Barc: I joining for the ratings meet today?  
 3/5/19, 2:34 PM - Romil Ramgaria Barc: \*you  
 3/5/19, 2:44 PM - PDG&@: Yes  
 3/5/19, 2:44 PM - PDG&@: Coming up  
 3/5/19, 2:44 PM - Romil Ramgaria Barc: Ok  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: above is Off air from dd free dish HSM  
 and HSM Urban  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: New channels HSM and HSM urban  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:08 AM - Romil Ramgaria Barc: Old HSM and HSM Urban  
 3/6/19, 9:37 AM - PDG&@: Those four templates?  
 3/6/19, 9:38 AM - Romil Ramgaria Barc: Above is freedish. Gujarat and the 2 NTO  
 slides sending you in a while  
 3/6/19, 9:40 AM - PDG&@: Who all coming for proctor meeting  
 3/6/19, 9:42 AM - Romil Ramgaria Barc: You me and Vivek  
 3/6/19, 9:42 AM - Romil Ramgaria Barc: Should I get manoj also / pancham not  
 we&™ll  
 3/6/19, 9:43 AM - PDG&@: Elbert/Pancham - since they should be involved in new  
 products selling  
 3/6/19, 9:52 AM - Romil Ramgaria Barc: Pancham will join directly at PG  
 3/6/19, 9:52 AM - PDG&@: Good  
 3/6/19, 11:08 AM - PDG&@: <Media omitted>  
 3/6/19, 11:08 AM - PDG&@: <Media omitted>  
 3/6/19, 11:08 AM - PDG&@: <Media omitted>  
 3/6/19, 11:08 AM - PDG&@: <Media omitted>  
 3/6/19, 11:08 AM - PDG&@: need these with week9 added  
 3/6/19, 11:11 AM - Romil Ramgaria Barc: yes  
 3/6/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 12:32 PM - Romil Ramgaria Barc: <Media omitted>

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## Chat With Romil Ramgaria

3/6/19, 12:32 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 2:36 PM - Romil Ramgaria Barc: <Media omitted>  
 3/6/19, 8:23 PM - PDG&C: Do you want nitika to follow up with arun poorie s office?  
 3/6/19, 8:24 PM - Romil Ramgaria Barc: She is also in the loop - both Asti and Nitika are in touch  
 3/6/19, 8:25 PM - PDG&C: Ok  
 3/7/19, 5:19 PM - Romil Ramgaria Barc: <Media omitted>  
 3/7/19, 5:19 PM - Romil Ramgaria Barc: <Media omitted>  
 3/7/19, 5:19 PM - Romil Ramgaria Barc: Fakt Marathi beckoning no 1 in MH but not in urban - basis 4 days data - purely freedish  
 3/7/19, 5:20 PM - PDG&C: they have just got into Freedish - right?  
 3/7/19, 5:20 PM - PDG&C: 1st March onwards?  
 3/7/19, 5:22 PM - Romil Ramgaria Barc: Yes  
 3/7/19, 5:26 PM - PDG&C: How was the meeting  
 3/7/19, 6:28 PM - PDG&C: may get AP+KP meeting on 12/13  
 3/7/19, 6:28 PM - PDG&C: hope ppt is ready  
 3/7/19, 6:35 PM - Romil Ramgaria Barc: Yes - we had put together for the IBF. will possibly add some news pieces to it as well  
 3/7/19, 6:38 PM - PDG&C: Ok  
 3/7/19, 9:34 PM - Romil Ramgaria Barc: Boss - sorry for the last minute. But got some urgent bank work tomorrow morning which needs attention. Can we push our product workshop from 12-4 and stick to the plan. We should be able to complete it in 4 hours easily.  
 3/7/19, 9:36 PM - PDG&C: Am.ok  
 3/7/19, 9:39 PM - Romil Ramgaria Barc: Ok thanks  
 3/8/19, 7:37 AM - Romil Ramgaria Barc: I think we should plug a story today or Monday how Hindi news is reflecting so well in the data - uri pulwama etc - news guys will pile on us seeing next weeks data  
 3/8/19, 7:43 AM - PDG&C: Yes  
 3/8/19, 11:59 AM - Romil Ramgaria Barc: <Media omitted>  
 3/8/19, 11:59 AM - Romil Ramgaria Barc: NEWS EVENTS RE-DEFINING TV LANDSCAPE

## NEWS EVENTS RE-DEFINING VIEWERSHIP STAKES

## SHIFTING SANDS OF NEWS TELEVISION: CHANGE IS THE ONLY CONSTANT

3/8/19, 11:59 AM - Romil Ramgaria Barc: <Media omitted>  
 3/8/19, 4:54 PM - PDG&C: Who sent this  
 3/8/19, 4:54 PM - Romil Ramgaria Barc: have fed this to Vikas for getting a story done  
 3/8/19, 4:55 PM - Romil Ramgaria Barc: By Monday  
 3/8/19, 4:55 PM - PDG&C: 8Y-S  
 3/11/19, 11:04 AM - PDG&C: who owns dangal? some manish goswami right? whats his background??  
 3/11/19, 11:05 AM - Romil Ramgaria Barc: Manish Singhal - enter 10 network -  
 3/11/19, 11:05 AM - Romil Ramgaria Barc: They have 4 channels right now and launching few more  
 3/11/19, 11:05 AM - PDG&C: ok singhal  
 3/11/19, 11:05 AM - PDG&C: whats his background  
 3/11/19, 11:06 AM - Romil Ramgaria Barc: Will figure out - don't know him personally - have to meet him also  
 3/11/19, 11:26 AM - Romil Ramgaria Barc: Last year revenue declared : 101 CR .. this year link to be filled

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## Chat With Romil Ramgaria

Channels: enterr10, bhojpuri cinema, Dangal, Fakt Marathi, Shandaar Cinema (off air since last week)

Enterr10 Bangla launched

To be launched : devotional channel

3/11/19, 11:26 AM - Romil Ramgaria Barc: Total 5 channels

3/11/19, 11:26 AM - Romil Ramgaria Barc: Teleshopping production earlier .. but currently only into media ... another Tamil GEC is under planning

3/11/19, 11:28 AM - Romil Ramgaria Barc: Also one more movie channel .. language not decided .. could be either Hindi or in regional space

3/11/19, 12:13 PM - PDG&C: source of funds?

3/11/19, 1:10 PM - Romil Ramgaria Barc: He started small and have been adding channels

3/11/19, 2:16 PM - PDG&C: ok

3/11/19, 4:42 PM - PDG&C: When are we meeting Bhasin

3/11/19, 4:42 PM - PDG&C: Also follow thru meetings with group m happening?

3/11/19, 6:07 PM - PDG&C: avinash was talking to me

3/11/19, 6:07 PM - PDG&C: he happened to raise a point on republic landing

3/11/19, 6:08 PM - PDG&C: i told him i think it has come down and how landing is a double edged sword for ATS

3/11/19, 6:08 PM - PDG&C: i told him with landing coming down his ATS may go up

3/11/19, 6:08 PM - PDG&C: he is meeting the team tomorrow for digital

3/11/19, 6:08 PM - PDG&C: if you happen to be around then plug things in your own way too

3/11/19, 6:54 PM - Romil Ramgaria Barc: Yes - I am there

3/11/19, 6:54 PM - Romil Ramgaria Barc: Will do

3/12/19, 10:59 AM - Romil Ramgaria Barc: <Media omitted>

3/12/19, 12:02 PM - PDG&C: <Media omitted>

3/12/19, 12:02 PM - Romil Ramgaria Barc: 6Y-5

3/13/19, 10:06 AM - PDG&C: ZEE Corp decides to lay off 15% (around 300 people) of its workforce <https://www.newslandry.com/shorts/zee-corp-decides-to-lay-off-15-of-its-workforce>

3/13/19, 10:06 AM - PDG&C: Newslandry

<https://www.newslandry.com/2019/03/11/abp-group-to-sack-150-employees-in-third-round-of-downsizing>

3/13/19, 10:06 AM - PDG&C:

<https://m.economictimes.com/industry/media/entertainment/walt-disneys-merger-with-star-india-to-cost-350-jobs/articleshow/68384248.cms>

3/13/19, 11:44 AM - Romil Ramgaria Barc: <Media omitted>

3/13/19, 11:44 AM - Romil Ramgaria Barc: <Media omitted>

3/13/19, 11:44 AM - Romil Ramgaria Barc: <Media omitted>

3/13/19, 11:51 AM - Romil Ramgaria Barc: Trying to call you - you ok with India today ppt?

3/13/19, 12:13 PM - PDG&C: Except for a few mentions of republic

3/13/19, 12:13 PM - PDG&C: Can be avoided

3/13/19, 12:13 PM - PDG&C: Heading to hotel

3/13/19, 12:13 PM - Romil Ramgaria Barc: Ok

3/13/19, 12:13 PM - PDG&C: JW Marriott in Aerocity

3/13/19, 12:14 PM - PDG&C: Want to come there?

3/13/19, 12:14 PM - Romil Ramgaria Barc: I have a lunch in noida only at 1

3/13/19, 12:14 PM - PDG&C: Ok

3/13/19, 12:14 PM - PDG&C: Just remove those republic mentions

3/13/19, 12:14 PM - PDG&C: Looking forced

3/13/19, 12:14 PM - Romil Ramgaria Barc: Will see you at India today around 330-345

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 3/13/19, 12:14 PM - Romil Ramgaria Barc: Will see you at India today around 330-345



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### Chat With Romil Ramgaria

3/13/19, 12:14 PM - Romil Ramgaria Barc: Meeting Asti at 315 there  
3/13/19, 12:15 PM - Romil Ramgaria Barc: FCT I want to mention given tomorrow  
3/13/19, 12:15 PM - PDG&C: Ok  
3/13/19, 12:16 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 12:16 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 12:16 PM - Romil Ramgaria Barc: Network slides will come in sometime  
3/13/19, 12:59 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 12:59 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 12:59 PM - Romil Ramgaria Barc: Un combined -  
3/13/19, 12:59 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 12:59 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 1:00 PM - PDG&C: Can you mail me this slide for last five weeks - it will be apparent whether it's stable or not  
3/13/19, 1:01 PM - PDG&C: Maybe bunch the bars together in one slide itself  
3/13/19, 1:01 PM - Romil Ramgaria Barc: Yes  
3/13/19, 1:02 PM - PDG&C: So it's going on falling ? Has star improved?  
3/13/19, 1:02 PM - Romil Ramgaria Barc: Plus has improved  
3/13/19, 1:02 PM - Romil Ramgaria Barc: Bharat because of free dish is significantly down  
3/13/19, 1:03 PM - Romil Ramgaria Barc: Also on OOH - the numbers are looking very erratic  
3/13/19, 1:03 PM - PDG&C: But others falling right  
3/13/19, 1:03 PM - Romil Ramgaria Barc: It was showing OOH audience being higher than TV  
3/13/19, 1:03 PM - PDG&C: Bakwas  
3/13/19, 1:03 PM - PDG&C: Ask Derrick to stay back and get OOH and this TV thing sorted  
3/13/19, 1:03 PM - Romil Ramgaria Barc: have asked the team to relook at methodology and reduce the life to max 50% in mega cities which was 30-35% last year  
3/13/19, 1:04 PM - Romil Ramgaria Barc: Derrick is already in Canada  
3/13/19, 1:04 PM - Romil Ramgaria Barc: But on the call and mails  
3/13/19, 1:04 PM - Romil Ramgaria Barc: Others falling as in?  
3/13/19, 1:09 PM - PDG&C: Show level  
3/13/19, 1:10 PM - Romil Ramgaria Barc: Yes all fallen in freedish  
3/13/19, 1:10 PM - PDG&C: Pay GEC shows?  
3/13/19, 1:11 PM - PDG&C: <Media omitted>  
3/13/19, 1:16 PM - Romil Ramgaria Barc: Yes giving a comparison  
3/13/19, 3:03 PM - PDG&C: Let shantanu send those images to Debkumar  
3/13/19, 3:03 PM - Romil Ramgaria Barc: Yes  
3/13/19, 3:04 PM - Romil Ramgaria Barc: Also also you should send it to Vempati  
3/13/19, 3:04 PM - PDG&C: Do you know what happened on that Monday meeting  
3/13/19, 3:04 PM - PDG&C: Ok  
3/13/19, 3:04 PM - Romil Ramgaria Barc: No - let me check  
3/13/19, 3:49 PM - Romil Ramgaria Barc: How far are you?  
3/13/19, 3:50 PM - PDG&C: Two min  
3/13/19, 3:50 PM - Romil Ramgaria Barc: Ok  
3/13/19, 3:50 PM - PDG&C: Getting into lane  
3/13/19, 3:56 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 5:12 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 5:12 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 5:17 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 5:17 PM - Romil Ramgaria Barc: Zee Rajasthan also available on free dish

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### Chat With Romil Ramgaria

3/13/19, 5:54 PM - PDG&C: We should take one program and see across weeks - to see variation  
3/13/19, 5:59 PM - Romil Ramgaria Barc: Will do but might change depending on Hugh points etc. But let's still see that  
3/13/19, 6:14 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 6:16 PM - PDG&C: Yes  
3/13/19, 7:29 PM - PDG&C: We should check the news X issue  
3/13/19, 7:30 PM - PDG&C: Also on this Friday republic one - we should write a logical reply by tomorrow morning  
3/13/19, 7:30 PM - PDG&C: In any case they will jump tomorrow  
3/13/19, 7:34 PM - Romil Ramgaria Barc: Already activated and asked to further tighten  
3/13/19, 7:35 PM - Romil Ramgaria Barc: Yes they will - do preparing a response on the DD contribution. However bharat coverage and Aaj Tak coverage is almost equal  
3/13/19, 7:35 PM - Romil Ramgaria Barc: And not because of DD, on pay also  
3/13/19, 7:35 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 7:36 PM - PDG&C: Explain that  
3/13/19, 7:36 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 7:36 PM - Romil Ramgaria Barc: Yes  
3/13/19, 7:37 PM - Romil Ramgaria Barc: But unfortunately can't share the freedish weightage or numbers on mail - will get Asti to meet them again tomorrow  
3/13/19, 7:37 PM - Romil Ramgaria Barc: The research team and the CFO separately  
3/13/19, 7:41 PM - PDG&C: Yes  
3/13/19, 7:41 PM - PDG&C: This Dinesh is very important in that system  
3/13/19, 7:41 PM - PDG&C: Ceos have come and gone  
3/13/19, 7:42 PM - PDG&C: He remains  
3/13/19, 7:56 PM - Romil Ramgaria Barc: Hmm  
3/13/19, 7:59 PM - Romil Ramgaria Barc: Hmm  
3/13/19, 7:59 PM - Romil Ramgaria Barc: Clearly looks more important than COO Rahul etc  
3/13/19, 8:00 PM - PDG&C: Yes  
3/13/19, 8:00 PM - Romil Ramgaria Barc: Holds the purse strings for the owners  
3/13/19, 8:00 PM - PDG&C: He has been there since ages  
3/13/19, 8:00 PM - PDG&C: And you saw how deep is he on numbers  
3/13/19, 8:00 PM - Romil Ramgaria Barc: Yes absolutely. Very unlike any other CFO  
3/13/19, 8:00 PM - PDG&C: Yes  
3/13/19, 8:00 PM - Romil Ramgaria Barc: Good candidate to become a CEO for them  
3/13/19, 8:01 PM - PDG&C: &Y~S  
3/13/19, 10:56 PM - Romil Ramgaria Barc: <Media omitted>  
3/13/19, 10:56 PM - Romil Ramgaria Barc: Week 8 and 9 more impacted due to news  
3/14/19, 8:05 AM - PDG&C: Zee may sell 20Percent stake to Sony for ₹,13,000 crore - <https://www.livemint.com/companies/news/zee-may-sell-20-stake-to-sony-for-13-000-crore-1552505450948.html>  
3/14/19, 11:03 AM - PDG&C: <https://bestmediainfo.com/2019/03/video-streaming-will-not-kill-tv-but-ott-industry-will-go-through-consolidation-feel-experts/>  
3/14/19, 11:03 AM - PDG&C: tarun seems to be very happy with measurement - he made the same point in delhi  
3/14/19, 11:04 AM - Romil Ramgaria Barc: Hmm - we should meet him. Will fix up  
3/14/19, 11:04 AM - PDG&C: hope asti has sent the rutral explanation to Vivek and dinesh already

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Chat With Romil Ramgaria

3/14/19, 11:05 AM - Romil Ramgaria Barc: She has written to them - can't send on email. Will go and meet today - both research and Dinesh  
 3/14/19, 11:05 AM - PDG@: he is an over opinionated ass - we have to figure out a way to put him on mat  
 3/14/19, 11:05 AM - Romil Ramgaria Barc: Why? Will chat  
 3/14/19, 11:05 AM - PDG@: she will be inundated with week 10 questions then  
 3/14/19, 11:05 AM - PDG@: let her go fully prepared  
 3/14/19, 11:06 AM - Romil Ramgaria Barc: Yes  
 3/14/19, 11:06 AM - PDG@: honestly i think we should have known their issue with news x morning  
 3/14/19, 11:06 AM - Romil Ramgaria Barc: Content deck is also there for Bharat - but anyways people will question this heavily  
 3/14/19, 11:06 AM - Romil Ramgaria Barc: And settle in the next 4-6 weeks  
 3/14/19, 11:06 AM - Romil Ramgaria Barc: We control newsx in Delhi very heavily  
 3/14/19, 11:06 AM - PDG@: asti should be in closer touch and we should not get these surprises on micro things when we are trying to discuss larger obiectives - the discussions get hijacked  
 3/14/19, 11:07 AM - Romil Ramgaria Barc: But still it's high. Will control further  
 3/14/19, 11:07 AM - Romil Ramgaria Barc: Yes agree  
 3/14/19, 11:07 AM - PDG@: but logically they looked right  
 3/14/19, 11:07 AM - PDG@: and the discussion duration on that was too much  
 3/14/19, 11:08 AM - PDG@: and most importantly why should we be surprised?  
 3/14/19, 12:42 PM - Romil Ramgaria Barc: Nigerian guy is coming to office today and tomorrow - to visit and discuss with us  
 3/14/19, 12:44 PM - PDG@: You want me to meet him?  
 3/14/19, 1:03 PM - Romil Ramgaria Barc: Yes will meet him. You need not  
 3/14/19, 1:05 PM - PDG@: Ok  
 3/14/19, 1:05 PM - PDG@: Hope we are doing a NOC demo and showing our offices - some ppt with MDL etc  
 3/14/19, 1:10 PM - Romil Ramgaria Barc: Yes - he is here for two days -  
 3/14/19, 1:10 PM - Romil Ramgaria Barc: Rozario leading -  
 3/14/19, 1:10 PM - Romil Ramgaria Barc: Planned  
 3/14/19, 1:52 PM - PDG@: 8Y'8Y'  
 3/14/19, 5:24 PM - PDG@: Got many agency heads calling. So reaction is quite strong  
 3/14/19, 5:24 PM - PDG@: Calling and asking what happened. trying to find what to say  
 3/14/19, 5:24 PM - PDG@: R Bharat had v little to do with Abhinandan - clear now. All is Reach on accoun of Freedish i.e. V V steepy overindexed FDish- One possibility  
 3/14/19, 5:24 PM - PDG@: <Media omitted>  
 3/14/19, 5:24 PM - PDG@: Overall going down.  
 3/14/19, 5:24 PM - PDG@: Maybe wah viewers realising  
 3/14/19, 8:59 PM - PDG@: The DMPA meeting will be on 17th Apr at delhi - will forward mail once I get  
 3/14/19, 9:10 PM - Romil Ramgaria Barc: Ok great  
 3/14/19, 11:09 PM - Romil Ramgaria Barc: <Media omitted>  
 3/14/19, 11:10 PM - Romil Ramgaria Barc: Look at this email from CASBAA where BARC is not mentioned at all - doesn't make sense to go na? and this is despite Anjan being there.  
 3/15/19, 12:29 AM - PDG@: Yes agree - ask Shantanu to ram it into Anjan  
 3/15/19, 12:30 AM - PDG@: Let him say both you and me are upset  
 3/15/19, 12:30 AM - PDG@: And may not join the event

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## Chat With Romil Ramgaria

3/15/19, 12:31 AM - Romil Ramgaria Barc: Yes  
 3/15/19, 1:13 PM - PDG&C: NP is ok with ashok  
 3/15/19, 1:13 PM - PDG&C: will have to send a formal request  
 3/15/19, 1:13 PM - PDG&C: have told Varun  
 3/15/19, 1:14 PM - Romil Ramgaria Barc: Ok  
 3/15/19, 1:38 PM - PDG&C: Any line I should take with gwilherm?  
 3/15/19, 1:38 PM - Romil Ramgaria Barc: Have told him won't take the meters unless they are sub 100 dollars landed to us  
 3/15/19, 1:39 PM - Romil Ramgaria Barc: Plus it was general discussion around super JIC etc  
 3/15/19, 1:41 PM - PDG&C: Ok  
 3/15/19, 3:16 PM - Romil Ramgaria Barc: <Media omitted>  
 3/18/19, 9:51 AM - PDG&C: Pls give me points for Sam singh  
 3/18/19, 10:19 AM - Romil Ramgaria Barc: Sam Singh meeting

## Strategic

- 0. BARC board membership
- 0. Tv plus digital with BARC
- 0. TAM - multiple issues (cost, governance, co-operation)
- 0. Hardly any interaction with divisional CEO&C's

## Info

- 0. Barc MRUC common BI
- 0. Freedish weightage clarity
- 0. What is happening on TV spends?
- 0. Is money moving to print/digital?

## Ops

- 0. Agreement
- 0. There will be good increment for group m given client acquisitions
- 0. Spot trek bundling

3/18/19, 1:57 PM - PDG&C: when are we meeting ashish bhasin  
 3/18/19, 2:06 PM - Romil Ramgaria Barc: We are meeting with MRUC this week. Had a call last week with them. So it will be mostly first week of April or on a call next week.  
 3/18/19, 2:07 PM - PDG&C: we should meet Ashish - specially on pricing and our costs and deal with it head on  
 3/18/19, 2:07 PM - Romil Ramgaria Barc: Yes ok. Let me try and fix it this week  
 3/18/19, 2:08 PM - Romil Ramgaria Barc: Friday mostly MIB NTO update will happen - had proposed it to Atul - he is confirming back  
 3/18/19, 2:08 PM - PDG&C: good  
 3/18/19, 2:08 PM - PDG&C: important  
 3/18/19, 2:09 PM - PDG&C: you want me to come?  
 3/18/19, 2:09 PM - Romil Ramgaria Barc: If Khare is there then join - else not required  
 3/18/19, 2:09 PM - PDG&C: ok  
 3/18/19, 2:09 PM - Romil Ramgaria Barc: We can try and do kallie also that day  
 3/18/19, 9:52 PM - PDG&C: We must finish zee and Sony meetings this week itself  
 3/18/19, 9:59 PM - Romil Ramgaria Barc: Yes. Dates are being locked. Meeting Malli and avartan on Wednesday at 11am on cross media. They reached out 8Y-5  
 3/18/19, 9:59 PM - Romil Ramgaria Barc: Today Sam Balsara asked Sanjay Gupta at ISA condo on unified measurement and he said we must do it 8Y-5  
 3/18/19, 9:59 PM - Romil Ramgaria Barc: Atul haven't responded - so not going tomorrow as don't know if he is there - will send him some reading material  
 3/18/19, 10:00 PM - PDG&C: Yes heard 8Y-5

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## Chat With Romil Ramgaria

3/21/19, 4:03 PM - Romil Ramgaria Barc: Sudhanshu Ppt - harshita had sent it yesterday for PG - Sudhanshu will be abridged version of that

3/21/19, 4:03 PM - Romil Ramgaria Barc: Will get Elbert to sent

3/21/19, 4:03 PM - PDG&O: Ok

3/21/19, 8:47 PM - PDG&O: Are we saying Freedish households is 34 mil?

3/21/19, 8:49 PM - PDG&O: ??

3/21/19, 8:59 PM - Romil Ramgaria Barc: Around 30mn - 40% of rural -

3/21/19, 8:59 PM - Romil Ramgaria Barc: Let me check again

3/21/19, 8:59 PM - PDG&O: What is our last BI figure

3/21/19, 8:59 PM - PDG&O: The ppt shows 34

3/21/19, 9:00 PM - Romil Ramgaria Barc: 26mn

3/21/19, 9:00 PM - PDG&O: How do we justify 34 then?

3/21/19, 9:03 PM - Romil Ramgaria Barc: In our panel right now - 41% of rural and 10% of urban

3/21/19, 9:04 PM - PDG&O: That's ok but to say 34 is too much na

3/21/19, 9:04 PM - PDG&O: From 26 to 34?

3/21/19, 9:05 PM - Romil Ramgaria Barc: In a time of 12-15 months - but the expected no in mind of people is some 90% of rural

3/21/19, 9:05 PM - PDG&O: Are you convinced on this 34 number?

3/21/19, 9:05 PM - PDG&O: We will defend it then

3/21/19, 9:06 PM - Romil Ramgaria Barc: In actual it is much higher. This is after since last 12m we have stopped FD installation. So it looks fine

3/21/19, 9:08 PM - PDG&O: It cannot be about how much Meyers we have - weighting takes care of that - but let's get the numbers right

3/21/19, 9:10 PM - Romil Ramgaria Barc: Weighting is only on state TC NCCS. Currently we have similar viewership from FD and hence looks right. Any other number to defend may become challenging from all angles - and

3/21/19, 9:10 PM - Romil Ramgaria Barc: And also doesn't look high

3/21/19, 9:10 PM - PDG&O: Ok

3/21/19, 9:10 PM - Romil Ramgaria Barc: Overall around 15-16% of total HH

3/21/19, 9:11 PM - Romil Ramgaria Barc: And we should tell PG this is after stopping FD since last 12m

3/21/19, 9:11 PM - Romil Ramgaria Barc: May be we should tell this to all four

3/21/19, 9:15 PM - PDG&O: But that may give an impression that we are not following market but the other way

3/21/19, 9:39 PM - Romil Ramgaria Barc: Hmm - ok

3/21/19, 9:39 PM - PDG&O: Just say it's 34 now by our estimates

3/21/19, 10:09 PM - Romil Ramgaria Barc: Yes ok

3/21/19, 10:32 PM - PDG&O: We should start de installing some now

3/22/19, 7:29 AM - Romil Ramgaria Barc: I have to give you the note on Nielsen for Sunil kataria. Shall give it to you by tomorrow.

3/22/19, 10:39 AM - Romil Ramgaria Barc: For Bhasin - you Elbert and Aaditya are there

3/22/19, 10:39 AM - Romil Ramgaria Barc: For Sudhanshu - only you and Elbert

3/22/19, 10:40 AM - PDG&O: Yes

3/22/19, 10:40 AM - Romil Ramgaria Barc: For PG tomorrow - you me and Elbert. Was thinking of avoiding Rahul

3/22/19, 10:40 AM - PDG&O: Yes I was also thinking - hardly any finance issue

3/22/19, 10:40 AM - PDG&O: But was a good occasion to introduce him

3/22/19, 10:40 AM - Romil Ramgaria Barc: Yes - had included him because you mentioned last time to take him. But in the presentation hardly any issues

3/22/19, 10:41 AM - PDG&O: Also let these newcomers get used to our mad ways of Saturday meetings etc

3/22/19, 10:41 AM - Romil Ramgaria Barc: But may not leave any impact -

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Chat With Romil Ramgaria

3/22/19, 10:41 AM - PDG&@: Yes  
3/22/19, 10:41 AM - PDG&@: So avoid now  
3/22/19, 10:41 AM - Romil Ramgaria Barc: Ok  
3/22/19, 10:52 AM - PDG&@: Harshita?  
3/22/19, 10:54 AM - Romil Ramgaria Barc: Ok- might be helpful for other pieces  
3/22/19, 10:55 AM - PDG&@: Yes  
3/22/19, 10:58 AM - Romil Ramgaria Barc: Elbert will also take you through the 2nd GEC presentation on the way to Sudhanshu  
3/22/19, 11:01 AM - PDG&@: Ok  
3/22/19, 11:01 AM - PDG&@: Calling you  
3/22/19, 11:01 AM - PDG&@: Want to discuss the 34 number  
3/22/19, 11:01 AM - PDG&@: Elbert calling  
3/22/19, 11:01 AM - Romil Ramgaria Barc: Ok  
3/22/19, 12:20 PM - PDG&@: Should we not announce 40k panel?  
3/22/19, 12:21 PM - Romil Ramgaria Barc: Announce in PR?  
3/22/19, 12:27 PM - PDG&@: Somewhere  
3/22/19, 12:30 PM - Romil Ramgaria Barc: We have always maintained 44k by March. Now will say 40k homes  
3/22/19, 12:30 PM - Romil Ramgaria Barc: But will probably put out on OOH press release  
3/22/19, 12:30 PM - PDG&@: Yes  
3/22/19, 5:35 PM - Romil Ramgaria Barc: Star called - whether they can promote data of preview - I said officially NO but go ahead - just FYI  
3/22/19, 5:35 PM - PDG&@: Ok  
3/22/19, 5:36 PM - PDG&@: Last year also they did  
3/22/19, 5:36 PM - Romil Ramgaria Barc: Last year they could - currently it's media dark period na  
3/22/19, 5:36 PM - PDG&@: Am wondering why we said officially no  
3/22/19, 5:36 PM - PDG&@: Oh ok  
3/22/19, 5:36 PM - PDG&@: Right  
3/22/19, 5:36 PM - Romil Ramgaria Barc: Because of NTO  
3/22/19, 5:36 PM - PDG&@: Got it  
3/22/19, 5:36 PM - PDG&@: How was meeting  
3/22/19, 5:36 PM - PDG&@: I am out  
3/22/19, 5:36 PM - PDG&@: You can call  
3/22/19, 5:37 PM - Romil Ramgaria Barc: Will brief you. Very long one. At India today. Will call you in an hour  
3/22/19, 5:37 PM - PDG&@: Ok  
3/22/19, 5:37 PM - Romil Ramgaria Barc: Also agency proposals also  
3/22/19, 5:40 PM - PDG&@: I am not attending dry techcomm run on Monday  
3/22/19, 5:40 PM - PDG&@: Pls handle  
3/22/19, 5:40 PM - Romil Ramgaria Barc: Ok  
3/23/19, 6:40 PM - Romil Ramgaria Barc: Gaurav and gurjeev wanted to meet on Thursday both you and me. Have told them can catch up on Monday post the Sanjay meeting. He is coming back.  
3/23/19, 7:22 PM - PDG&@: Ok  
3/23/19, 10:33 PM - Romil Ramgaria Barc: Very bad opening game for IPL....low scoring ....  
3/23/19, 10:36 PM - PDG&@: Yes 70 bowled out 8Y~\$  
3/24/19, 9:14 AM - PDG&@: Need the NBA draft finalised, approved by Punit and sent before we leave  
3/24/19, 9:14 AM - Romil Ramgaria Barc: Yes will send it to you by noon  
3/24/19, 9:14 AM - PDG&@: K  
3/24/19, 12:03 PM - PDG&@: Techcomm minutes should have gone out

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# Chat With Romil Ramgaria

3/24/19, 12:36 PM - Romil Ramgaria Barc: Going out today. Am out of home. Will reach and then clear the NBA draft  
3/24/19, 12:36 PM - PDGÂ©: Ok  
3/24/19, 6:24 PM - Romil Ramgaria Barc: I think the tweet is avoidable now given we may think of suspension now?  
3/24/19, 6:26 PM - PDGÂ©: No I think let's make it clear  
3/24/19, 6:26 PM - PDGÂ©: By the time suspension happens - let's see  
3/24/19, 6:26 PM - PDGÂ©: I prefer the second option  
3/24/19, 6:27 PM - PDGÂ©: But wanted your views  
3/24/19, 6:27 PM - PDGÂ©: Punit will now talk to Sunil and ashish  
3/24/19, 6:27 PM - PDGÂ©: Am sure it will be inconclusive  
3/24/19, 6:27 PM - PDGÂ©: Then board call etc  
3/24/19, 6:33 PM - Romil Ramgaria Barc: Ok  
3/24/19, 7:05 PM - Romil Ramgaria Barc: <Media omitted>  
3/24/19, 7:05 PM - Romil Ramgaria Barc: India TV - Vande Mataram conclave on Sat, News18 India decreases its FCT, News Nation's Holi Special program worked for the respective channels  
3/24/19, 7:05 PM - Romil Ramgaria Barc: Republic Bharat did a sting operation on a few politicians  
3/24/19, 7:05 PM - Romil Ramgaria Barc: India TV ran the conclave on first two days of the week, later they gave higher wtg to Manohar Parrikar demise story, higher wtg to Main Bhi Chowkidar campaign by BJP.  
3/24/19, 7:05 PM - Romil Ramgaria Barc: <Media omitted>  
3/24/19, 7:05 PM - Romil Ramgaria Barc: <Media omitted>  
3/24/19, 7:22 PM - Romil Ramgaria Barc: From malad we can head to st Regis for lunch? Take the tech comm call there and then leave for Sanjay meeting?  
3/24/19, 7:22 PM - PDGÂ©: Yes  
3/24/19, 7:23 PM - PDGÂ©: Anything changed in disti for CNBC?  
3/24/19, 7:24 PM - Romil Ramgaria Barc: Not really  
3/24/19, 7:24 PM - Romil Ramgaria Barc: But let me check  
3/24/19, 7:25 PM - PDGÂ©: News18 reduction didn't give results then - are they on landing still?  
3/24/19, 7:25 PM - Romil Ramgaria Barc: They are with reduced impact  
3/24/19, 7:43 PM - Romil Ramgaria Barc: FCT is only lower by 3-4% for news28  
3/24/19, 7:43 PM - Romil Ramgaria Barc: 18  
3/24/19, 7:45 PM - PDGÂ©: Ok  
3/25/19, 9:39 AM - PDGÂ©: Like punit wanted - should we add the pay tv network slide for sony and star  
3/25/19, 9:45 AM - Romil Ramgaria Barc: Yes. Already reworked. Will have a look at those slides  
3/25/19, 9:46 AM - PDGÂ©: Also let's talk about bio sports and some tech - premium panel  
3/25/19, 9:49 AM - Romil Ramgaria Barc: Yes  
3/25/19, 6:34 PM - PDGÂ©: Rajiv Mathrani called - a bit upset that how come others knew numbers that he didnt ðŸ™,  
3/25/19, 6:34 PM - PDGÂ©: anyways he will reach out to elbert and atreyee now  
3/25/19, 6:34 PM - PDGÂ©: pls forewarn them  
3/25/19, 6:41 PM - Romil Ramgaria Barc: ðŸ™  
3/25/19, 7:01 PM - Romil Ramgaria Barc: <Media omitted>  
3/25/19, 7:01 PM - Romil Ramgaria Barc: <Media omitted>  
3/25/19, 7:11 PM - PDGÂ©: Rajiv is very upset  
3/25/19, 7:12 PM - PDGÂ©: he says so many people are talking of the numbers  
3/25/19, 7:12 PM - PDGÂ©: it may get leaked  
3/25/19, 7:12 PM - PDGÂ©: all of us will be in a problem

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## Chat With Romil Ramgaria

3/25/19, 7:12 PM - Romil Ramgaria Barc: Hmm - but that's his system - think he is upset of being left out -

3/25/19, 7:12 PM - PDG&: read out some indicative numbers to pacify him

3/25/19, 7:13 PM - Romil Ramgaria Barc: We are double checking the number once again and sending out officially

3/25/19, 7:13 PM - Romil Ramgaria Barc: Asking the team -

3/25/19, 7:13 PM - Romil Ramgaria Barc: Ok

3/25/19, 7:13 PM - PDG&: he and Amar couldnt get thru Atreyee and Elbert

3/25/19, 7:13 PM - Romil Ramgaria Barc: Amar spoke to atreeye

3/25/19, 7:13 PM - PDG&: she was driving i think

3/25/19, 7:13 PM - Romil Ramgaria Barc: Have asked atreeye to double check the numbers once more and then share

3/25/19, 7:13 PM - PDG&: they are quite impatient

3/25/19, 7:13 PM - Romil Ramgaria Barc: Doing it now

3/25/19, 9:42 PM - PDG&: Pls ask them to mark me a blind copy

3/26/19, 4:20 PM - PDG&: Pls call - not getting thru

3/26/19, 6:25 PM - Romil Ramgaria Barc: Vivek Srivastav called - saying ideally OOH should have been bought to tech comm 0Y-5

3/26/19, 6:25 PM - Romil Ramgaria Barc: Told him it's custom project and we did it last year also

3/26/19, 6:25 PM - Romil Ramgaria Barc: And we can open for them also if they pay

3/26/19, 6:25 PM - Romil Ramgaria Barc: Checking the news lift / we should intrigue 1-2 guys to open it up for them which might get others also

3/26/19, 6:25 PM - Romil Ramgaria Barc: Before the elections

3/26/19, 6:27 PM - PDG&: Yes maybe

3/26/19, 11:56 PM - Romil Ramgaria Barc: <Media omitted>

3/26/19, 11:56 PM - Romil Ramgaria Barc: 201 mn in 2019 vs 167 mn in 2018 only on Star Channels

3/26/19, 11:56 PM - Romil Ramgaria Barc: <Media omitted>

3/26/19, 11:56 PM - Romil Ramgaria Barc: <Media omitted>

3/26/19, 11:56 PM - Romil Ramgaria Barc: <Media omitted>

3/26/19, 11:56 PM - Romil Ramgaria Barc: <Media omitted>

3/27/19, 12:03 PM - PDG&: partho - haven't received the sunday numbers yet. the report can come later in the day but can you get your team to let us know while validation is on. will need the numbers to close the ad etc

3/27/19, 12:04 PM - PDG&: Can I send him this?

3/27/19, 12:30 PM - Romil Ramgaria Barc: <Media omitted>

3/27/19, 12:30 PM - Romil Ramgaria Barc: <Media omitted>

3/27/19, 12:30 PM - Romil Ramgaria Barc: Day 2 match 1 and match 2 tables

3/27/19, 12:33 PM - PDG&: Can I send?

3/27/19, 12:33 PM - Romil Ramgaria Barc: The coverage numbers of these matches together is being done

3/27/19, 12:33 PM - Romil Ramgaria Barc: Yes

3/27/19, 12:33 PM - PDG&: Ok

3/27/19, 12:34 PM - PDG&: Are these unique viewers or duplicated

3/27/19, 12:34 PM - Romil Ramgaria Barc: Coverage is unique

3/27/19, 12:34 PM - PDG&: Ok

3/27/19, 12:34 PM - PDG&: So is daily reach?

3/27/19, 12:35 PM - Romil Ramgaria Barc: Daily reach at a channel level. But combined may be different. So for coverage also

3/27/19, 12:35 PM - PDG&: Yes right

3/27/19, 1:59 PM - Romil Ramgaria Barc: You can head to the address I sent yesterday

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*[Handwritten signatures and initials]*



Chat With Romil Ramgaria

3/27/19, 1:59 PM - Romil Ramgaria Barc: We are walking towards that  
3/27/19, 8:22 PM - PDG&@: Can you help draft for me a small note in bullet points on TRAI vs BARC  
3/27/19, 8:23 PM - PDG&@: How we comply every major guidelines  
3/27/19, 8:23 PM - Romil Ramgaria Barc: From what perspective?  
3/27/19, 8:24 PM - PDG&@: Just this public dissemination thing we have not done for the larger good of industry and dynamics that TRAI doesn't understand  
3/27/19, 8:24 PM - PDG&@: And we help them with data at many steps  
3/27/19, 8:24 PM - Romil Ramgaria Barc: Ok  
3/27/19, 8:24 PM - PDG&@: And how trai is trying to spread misinformation and legally attack us  
3/27/19, 8:24 PM - Romil Ramgaria Barc: For the IBF PMO meeting  
3/27/19, 8:25 PM - PDG&@: Industry will not like it  
3/27/19, 8:25 PM - PDG&@: Yes  
3/27/19, 8:25 PM - Romil Ramgaria Barc: Ok  
3/28/19, 12:16 PM - Romil Ramgaria Barc: asking the team not to write to PM right now - is he still continuing on WhatsApp?  
3/28/19, 12:21 PM - PDG&@: Stopped now  
3/28/19, 12:21 PM - PDG&@: But better to clarify ooh part  
3/28/19, 12:21 PM - Romil Ramgaria Barc: Yes ok. He wanted to know the OOH coverage numbers - since that is small he may be ok  
3/28/19, 12:21 PM - PDG&@: You can text  
3/28/19, 12:22 PM - Romil Ramgaria Barc: I had clarified him In My text  
3/28/19, 12:38 PM - PDG&@: <Media omitted>  
3/28/19, 12:38 PM - PDG&@: <Media omitted>  
3/28/19, 12:44 PM - Romil Ramgaria Barc: vivek was saying the same thing - chatoed me for 15 mins today morning  
3/28/19, 12:48 PM - PDG&@: <Media omitted>  
3/28/19, 6:36 PM - PDG&@: Pls tell elbert/atreyee to verbally tell Amar the Monday numbers  
3/28/19, 6:36 PM - PDG&@: Rajiv called - i didn't say  
3/28/19, 6:36 PM - PDG&@: But nothing on WhatsApp or mail  
3/28/19, 6:37 PM - PDG&@: Told him can't do this everyday  
3/28/19, 6:37 PM - Romil Ramgaria Barc: Ok  
3/28/19, 6:37 PM - PDG&@: How did your panel go  
3/28/19, 6:38 PM - Romil Ramgaria Barc: Just through - was presenting - not on a panel -  
3/28/19, 6:38 PM - PDG&@: 8Y'88Y'8  
3/28/19, 6:38 PM - Romil Ramgaria Barc: As usual finished 20 mins slot in 14 mins 8Y'8  
3/28/19, 6:38 PM - PDG&@: 8Y'88Y'8  
3/28/19, 6:38 PM - Romil Ramgaria Barc: Need to slow down -  
3/28/19, 8:02 PM - PDG&@: <Media omitted>  
3/28/19, 8:03 PM - PDG&@: Suggest meet him and hear him out at the earliest  
3/28/19, 8:06 PM - Romil Ramgaria Barc: Hmm - he has an issue with OOH or the ad 8Y'8  
3/28/19, 8:06 PM - Romil Ramgaria Barc: Will meet him on Monday  
3/28/19, 8:22 PM - PDG&@: Both - he is saying about ooh but doesn't understand ad is about both  
3/28/19, 8:25 PM - PDG&@: We should maintain we told them in writing to go with fair usage  
3/28/19, 8:25 PM - PDG&@: They didnt  
3/28/19, 8:25 PM - PDG&@: He will ask you take action  
3/28/19, 8:26 PM - PDG&@: We will say we are not watchdogs ornlqw enforcement

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## Chat With Romil Ramgaria

3/28/19, 8:26 PM - PDG&C: Ascii does it  
 3/28/19, 8:26 PM - PDG&C: But important to hear him out  
 3/28/19, 8:26 PM - PDG&C: Send him a mail asking for meeting - say am out of country on a break  
 3/28/19, 8:29 PM - Romil Ramgaria Barc: Ok  
 3/28/19, 10:31 PM - PDG&C: <Media omitted>  
 3/28/19, 10:31 PM - PDG&C: <Media omitted>  
 3/28/19, 10:31 PM - PDG&C: <Media omitted>  
 3/28/19, 10:32 PM - PDG&C: Understanding the issue and then response - too slow  
 3/28/19, 10:46 PM - Romil Ramgaria Barc: Let me get the team to check  
 3/28/19, 10:47 PM - PDG&C: On network 18 - mentally decide a figure  
 3/28/19, 10:48 PM - Romil Ramgaria Barc: For OOH?  
 3/28/19, 10:48 PM - PDG&C: Yes  
 3/28/19, 10:48 PM - PDG&C: Fresh panel  
 3/28/19, 10:48 PM - Romil Ramgaria Barc: Hmmm - ok. Let me think  
 3/28/19, 10:49 PM - PDG&C: Maybe initiate Derrick right away on a way to estimate universe and sampling  
 3/28/19, 10:49 PM - PDG&C: And ask him to present you by Monday morning  
 3/28/19, 10:49 PM - Romil Ramgaria Barc: Yes ok  
 3/28/19, 10:50 PM - PDG&C: Also Monday onwards put Aaditya in water and get him to swim  
 3/28/19, 10:50 PM - PDG&C: I suggest  
 3/28/19, 10:51 PM - Romil Ramgaria Barc: Yes - have been marking him on all mails - but will start moving to him now fully  
 3/28/19, 10:51 PM - PDG&C: Yes  
 3/28/19, 10:51 PM - PDG&C: Load Rahul Dongre, Derrick and Aaditya  
 3/28/19, 10:51 PM - PDG&C: Only way people will get to speed and deliver  
 3/28/19, 10:52 PM - PDG&C: We two can't be doing everything  
 3/29/19, 11:19 AM - PDG&C: Didn't Star use OOH in their ad last year?  
 3/29/19, 2:19 PM - Romil Ramgaria Barc: No they didn't.  
 3/29/19, 2:19 PM - Romil Ramgaria Barc: Because it was only three cities  
 3/29/19, 2:19 PM - Romil Ramgaria Barc: And it wasn't unique  
 3/29/19, 2:41 PM - Romil Ramgaria Barc: <Media omitted>  
 3/29/19, 2:41 PM - Romil Ramgaria Barc: This will also become point of debate - ranking changes in niche genres due to inclusion of OOH  
 3/29/19, 3:50 PM - Romil Ramgaria Barc: Have messaged PM - that will respond to Venkata's mail and let me know if he still wants to talk -  
 3/29/19, 3:50 PM - Romil Ramgaria Barc: Parallel getting the response drafted to Venkata's mail  
 3/29/19, 4:11 PM - PDG&C: K  
 3/29/19, 6:42 PM - PDG&C: Spoke to mishra?  
 3/29/19, 6:42 PM - PDG&C: PG wanting to talk to me on star matter  
 3/29/19, 6:43 PM - PDG&C: So want to hear your discussion before I speak  
 3/29/19, 6:51 PM - PDG&C: He is upset we are saying ascii  
 3/29/19, 6:51 PM - Romil Ramgaria Barc: <Media omitted>  
 3/29/19, 6:51 PM - PDG&C: So make a strong letter to Star saying they violated fair usage guidelines  
 3/29/19, 6:52 PM - PDG&C: Meanwhile tell Rajiv that it's for records - verbally  
 3/29/19, 6:52 PM - Romil Ramgaria Barc: Ok - don't have Rajiv's number - please share  
 3/29/19, 6:52 PM - Romil Ramgaria Barc: Will tell PM also that  
 3/29/19, 6:53 PM - Romil Ramgaria Barc: But we should say we do not get into this - news channels keeps on flouting  
 3/29/19, 6:53 PM - PDG&C: Tell PM we are sending a strong letter to star

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Chat With Romil Ramgaria

3/29/19, 6:53 PM - PDG&: That I have told PG  
 3/29/19, 6:53 PM - PDG&: And hence ASCI  
 3/29/19, 6:53 PM - PDG&: Rajiv Mathrani.vcf (file attached)  
 3/29/19, 6:54 PM - Romil Ramgaria Barc: Ok  
 3/29/19, 6:54 PM - PDG&: In letter also mention TVR should not have been used  
 3/29/19, 6:56 PM - Romil Ramgaria Barc: <Media omitted>  
 3/29/19, 6:56 PM - Romil Ramgaria Barc: <Media omitted>  
 3/29/19, 6:56 PM - Romil Ramgaria Barc: Yes  
 3/29/19, 6:56 PM - Romil Ramgaria Barc: Have messaged PM  
 3/29/19, 6:56 PM - Romil Ramgaria Barc: Initiated the draft  
 3/29/19, 6:57 PM - Romil Ramgaria Barc: Will try and send by today evening or tomorrow morning after circulating between us today  
 3/29/19, 6:58 PM - PDG&: Ok  
 3/29/19, 11:30 PM - Romil Ramgaria Barc: Met Richard Asquith - I think they are evaluating picking up stake in zapr  
 3/29/19, 11:31 PM - Romil Ramgaria Barc: Mostly PE will pick them up - 60-70% is up for sale  
 3/29/19, 11:32 PM - Romil Ramgaria Barc: Also BARB is likely to issue a tender in couple of weeks. For multiple things. For certain things we can also throw our hat in the ring - though zero chance but just to disrupt  
 3/29/19, 11:32 PM - Romil Ramgaria Barc: Their new table meter is sub 300 dollar and is being tested right now -  
 3/29/19, 11:33 PM - Romil Ramgaria Barc: Also they will announce in 2-3 weeks that they have fused RPD to currency for a European country - first in the world  
 3/29/19, 11:36 PM - Romil Ramgaria Barc: Have also asked him to work with us on second screen solution  
 3/29/19, 11:36 PM - Romil Ramgaria Barc: I think we should market this to Hotstar and ZEE5  
 3/29/19, 11:36 PM - Romil Ramgaria Barc: Might work for us  
 3/30/19, 12:48 AM - PDG&: We should  
 3/30/19, 12:48 AM - PDG&: K  
 4/1/19, 1:19 PM - Romil Ramgaria Barc: The OOH data for 16th match is wrong - showing a 4% lift at total TV compared to 1%. I am thinking of pushing it with the set up files without informing specifically -  
 4/1/19, 1:20 PM - Romil Ramgaria Barc: If any client asks we will update them verbally  
 4/1/19, 1:26 PM - PDG&: Ok  
 4/1/19, 1:26 PM - PDG&: But these mistakes are happening too many times now  
 4/1/19, 1:26 PM - PDG&: How do we ensure it doesn't happen  
 4/1/19, 1:27 PM - PDG&: Was it a MA failure? Or product  
 4/1/19, 3:08 PM - Romil Ramgaria Barc: Yes agree - I think it skipped at multiple levels - also since there was no benchmark - but have told the team -  
 4/1/19, 3:08 PM - Romil Ramgaria Barc: Have spoken to Rajiv  
 4/1/19, 3:08 PM - Romil Ramgaria Barc: He is coming back in 10-15 mins  
 4/1/19, 3:09 PM - PDG&: K  
 4/1/19, 3:09 PM - Romil Ramgaria Barc: Got scared  
 4/1/19, 3:09 PM - Romil Ramgaria Barc: &Y-5  
 4/1/19, 3:09 PM - Romil Ramgaria Barc: Have told him itâ€™s more CYA then actually legal legal  
 4/1/19, 3:09 PM - PDG&: &Y-5  
 4/1/19, 3:09 PM - Romil Ramgaria Barc: Am thinking of not calling it a show cause - will just say the subject as fair usage guideline  
 4/1/19, 3:09 PM - PDG&: Yes be stern on such issues  
 4/1/19, 3:10 PM - Romil Ramgaria Barc: Yes

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Chat With Romil Ramgaria

4/1/19, 3:10 PM - PDG&C: Yes I was about to suggest same  
4/1/19, 3:10 PM - PDG&C: Show cause is very Government like  
4/1/19, 3:10 PM - Romil Ramgaria Barc: Yes  
4/1/19, 3:10 PM - Romil Ramgaria Barc: TRAI has leaked the notice to PTI  
4/1/19, 3:10 PM - Romil Ramgaria Barc: Have asked Shantanu to draft a comment  
4/1/19, 3:11 PM - Romil Ramgaria Barc: We should comment on it -  
4/1/19, 3:11 PM - Romil Ramgaria Barc: On the lines of following MIB guidelines,  
we are self regulatory and following board mandate  
4/1/19, 3:11 PM - Romil Ramgaria Barc: Since PTI will get carried widely  
4/1/19, 3:11 PM - Romil Ramgaria Barc: And also there will be follow up stories  
from other publications  
4/1/19, 3:25 PM - PDG&C: Hmmm was expecting  
4/1/19, 4:04 PM - PDG&C: We should get some intelligence on what NBA is reacting  
with and what's the discussion  
4/1/19, 4:04 PM - Romil Ramgaria Barc: Discussion is around we being prejudiced.  
And TRAI May take advantage of this - let me chat  
4/1/19, 4:06 PM - PDG&C: Tell Vikas to use their proximity to guide TRAI on barc  
4/1/19, 4:06 PM - Romil Ramgaria Barc: Yes doing that  
4/1/19, 4:06 PM - PDG&C: Otherwise it may not help them  
4/1/19, 4:06 PM - PDG&C: I am encouraging Arnab to work towards dissolving NBA  
4/1/19, 4:07 PM - PDG&C: You can follow that line  
4/1/19, 4:27 PM - Romil Ramgaria Barc: Yes ok  
4/1/19, 8:49 PM - Romil Ramgaria Barc: Apparently Rajat met jaithley recently on  
Bharat. He got snubbed there saying itâ€™s professional and you should fight  
accordingly  
4/1/19, 8:53 PM - PDG&C: Heard this also - but in this case source is interested  
party  
4/1/19, 8:53 PM - PDG&C: So good if true but we should get more intel  
4/1/19, 9:41 PM - Romil Ramgaria Barc: Any feedback on Punitâ€™s conversation on  
data suspension?  
4/1/19, 9:41 PM - Romil Ramgaria Barc: Else we should write to core tech comm on  
decision forward?  
4/1/19, 9:42 PM - PDG&C: No but Shashi sir says he sounded tense  
4/1/19, 9:42 PM - Romil Ramgaria Barc: Hmmm ok  
4/1/19, 9:43 PM - PDG&C: He also mentioned to Shashi that he is worried about  
NBA allegations on Republic  
4/1/19, 9:43 PM - Romil Ramgaria Barc: Hmmm  
4/1/19, 9:44 PM - PDG&C: I told Shashi sir that we cut down even republic in the  
data  
4/1/19, 9:44 PM - PDG&C: He was asking if anyone should do a third party audit  
on this - Praveen or someone  
4/1/19, 9:44 PM - PDG&C: What do you think?  
4/1/19, 9:45 PM - Romil Ramgaria Barc: We can get it done through KPMG or  
Deloitte  
4/1/19, 9:48 PM - PDG&C: Praveen? Will there be complications?  
4/1/19, 9:48 PM - Romil Ramgaria Barc: There wonâ€™t be - but people may  
question independence na?  
4/1/19, 9:51 PM - PDG&C: Yes and he doesn't understand distribution but thinks  
he understands ratings  
4/1/19, 9:55 PM - Romil Ramgaria Barc: Distribution is not relevant for this.  
4/1/19, 9:55 PM - Romil Ramgaria Barc: But we can get a paper prepared from him  
to justify this  
4/1/19, 10:00 PM - PDG&C: Hmmm will you prefer hum over KPMG or delloite?

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Chat With Romil Ramgaria

4/1/19, 10:38 PM - Romil Ramgaria Barc: We can try and do it with him / will chat with him tomorrow  
4/1/19, 10:44 PM - PDG&@: Let shashi sir decide - will let you know  
4/1/19, 10:45 PM - Romil Ramgaria Barc: Ok  
4/1/19, 10:53 PM - PDG&@: Hindi news - republic is too close to india tv  
4/1/19, 10:53 PM - PDG&@: English news - republic number looks high  
4/1/19, 10:59 PM - Romil Ramgaria Barc: Must be modi impact on Friday. Will see  
4/1/19, 11:00 PM - Romil Ramgaria Barc: Times now landing in delhi was pared and so was CNN  
4/1/19, 11:01 PM - PDG&@: Yes check - but given circumstances pls think thru  
4/1/19, 11:01 PM - PDG&@: Friday impact should show though  
4/1/19, 11:02 PM - Romil Ramgaria Barc: Yes ok  
4/2/19, 7:16 AM - Romil Ramgaria Barc:  
<https://twitter.com/blitzkreigm/status/1112762482886615041?s=12>  
4/2/19, 10:48 AM - PDG&@: 8y=""  
4/2/19, 2:22 PM - PDG&@: Gayatri called - told her about bcci and why so late this discussion  
4/2/19, 2:23 PM - PDG&@: We agreed to a carefully worded clause on future cost sharing when other customers join given that we will enhance product with more sample  
4/2/19, 2:23 PM - Romil Ramgaria Barc: Hmm ok.  
4/2/19, 2:23 PM - Romil Ramgaria Barc: So she is dropping all other clauses na  
4/2/19, 2:26 PM - PDG&@: She will talk to team  
4/2/19, 2:26 PM - Romil Ramgaria Barc: Ok  
4/2/19, 3:05 PM - Romil Ramgaria Barc: Sir, Nikhilesh from Star called. He said that  
1. Gayatri spoke to Partho Sir and they've agreed that in case any new broadcaster subscribes to OOH then Star's subscription fee will decrease accordingly - request if you could please confirm  
2. Elbert had presented that we will be doing 1,500 meters for OOH last week and hence he would want 1,500 meters to be mentioned and not 1,250 - should we say 1,500 from year 2?  
3. Quarterly invoices to be raised on the 1st month of the quarter, rather than one month in advance - I refused this. But seek your advice  
4/2/19, 3:06 PM - Romil Ramgaria Barc: We didnâ€™t confirm the first point na?  
4/2/19, 4:13 PM - Romil Ramgaria Barc: <Media omitted>  
4/2/19, 4:13 PM - Romil Ramgaria Barc: Times now is down since we are controlling their delhi landing more  
4/2/19, 4:13 PM - Romil Ramgaria Barc: But share wise even republic has dropped  
4/2/19, 5:17 PM - Romil Ramgaria Barc: Let me know on this please  
4/2/19, 5:21 PM - PDG&@: No we didn't say will reduce - will be adjusted based on needs of strengthening of product and sharing of costs - a solution will be jointly worked out  
4/2/19, 5:22 PM - PDG&@: I saw Republic was very close to DD - it should be dropping further  
4/2/19, 5:32 PM - PDG&@: Even hindi  
4/2/19, 8:41 PM - Romil Ramgaria Barc: Boss - will not be in office tomorrow. Will be available on phone/mail.  
4/2/19, 9:01 PM - PDG&@: Ok  
4/2/19, 10:59 PM - PDG&@: Pls check mail and guide the team so that the mail goes properly to board alongwith right attachments  
4/2/19, 10:59 PM - PDG&@: Have changed the draft a bit - pls use what i sent  
4/2/19, 11:39 PM - Romil Ramgaria Barc: Ok

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## Chat With Romil Ramgaria

4/2/19, 11:44 PM - PDGÂ: Earlier the better since we are not giving much time to board members

4/2/19, 11:44 PM - Romil Ramgaria Barc: But tomorrow morning is better then tonight na - will get it sent before 10am

4/2/19, 11:45 PM - PDGÂ: Ok

4/3/19, 10:51 AM - PDGÂ: Enjoy your day - happy buddayôÿ~\$

4/3/19, 10:54 AM - Romil Ramgaria Barc: Thank u sir

4/3/19, 5:57 PM - Romil Ramgaria Barc: <Media omitted>

4/3/19, 5:57 PM - Romil Ramgaria Barc: FCT slide - still republic is less then half of the top channels

4/3/19, 6:15 PM - PDGÂ: Ok

4/3/19, 6:15 PM - PDGÂ: Forwarded to shashi too

4/3/19, 6:22 PM - Romil Ramgaria Barc: Friday we should respond to the TRAI letter - not before that

4/3/19, 6:23 PM - PDGÂ: Yes

4/3/19, 6:23 PM - Romil Ramgaria Barc: We are keeping the modified letter ready with nakulâ€™s feedback and also expanding the board minutes point a bit

4/3/19, 6:23 PM - PDGÂ: Send the modified letter here

4/3/19, 6:23 PM - Romil Ramgaria Barc: Also TRAI may either refer it back to MIB or move to court

4/3/19, 6:24 PM - Romil Ramgaria Barc: If they move to court( which is the more likely scenario) they will invoke sec 29 or sec 30

4/3/19, 6:25 PM - Romil Ramgaria Barc: Though we should keep our response ready, but we should move to court only after TRAI moves - that what I personally feel

4/3/19, 6:25 PM - PDGÂ: Which is what

4/3/19, 6:25 PM - PDGÂ: You think so? Pls take DSK view too

4/3/19, 6:26 PM - PDGÂ: I don't want to be called to court by magistrate just like that

4/3/19, 6:26 PM - PDGÂ: Let the whole board be called

4/3/19, 6:25 PM - Romil Ramgaria Barc: Our response will be ready over the weekend from DSK

4/3/19, 6:27 PM - PDGÂ: Ok

4/3/19, 6:27 PM - Romil Ramgaria Barc: Let me chat with DSK - will also speak to Shantanu and try to find what is going inside. Though they will be reluctant to share anything right now - or move them to call entire board

4/3/19, 6:28 PM - PDGÂ: Ok

4/3/19, 6:28 PM - PDGÂ: Pls keep me informed

4/3/19, 6:28 PM - PDGÂ: Also let's get paperwork in order

4/3/19, 6:28 PM - PDGÂ: No loose ends

4/4/19, 12:02 PM - Romil Ramgaria Barc: We should send the last board minutes to board before we send the TRAI response. Itâ€™s pending with Punit for approval I think I

4/4/19, 12:16 PM - PDGÂ: Is it?

4/4/19, 12:16 PM - PDGÂ: I have to find

4/4/19, 12:16 PM - PDGÂ: Can you talk to roshni to fish it out

4/4/19, 12:16 PM - PDGÂ: And she can talk to Punit and send the approval

4/4/19, 12:17 PM - Romil Ramgaria Barc: Ok. Can you forward me the mail which you had sent to him? Or someone will have him?

4/4/19, 12:18 PM - PDGÂ: Yes I have to find that

4/4/19, 12:18 PM - PDGÂ: No computer here

4/4/19, 12:19 PM - PDGÂ: I will try but if one knows around when then one can tell Roshni

4/4/19, 12:29 PM - Romil Ramgaria Barc: Ok

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*[Handwritten signatures and initials]*



## Chat With Romil Ramgaria

4/4/19, 1:00 PM - PDG&@: We should get comms team to collect all articles which say there is a problem of TRAI implementation - for last six weeks

4/4/19, 1:00 PM - PDG&@: May need for legal

4/4/19, 1:52 PM - PDG&@: Important to involve board and chairman

4/4/19, 2:05 PM - Romil Ramgaria Barc: Should I send the changed draft to Punit and Shashi now - or some time later since you would be forwarding the Shantanu mail to them

4/4/19, 2:19 PM - PDG&@: I have forwarded that - addition of techcomm members was a good idea

4/4/19, 2:19 PM - PDG&@: We should push for this with trai

4/4/19, 2:19 PM - PDG&@: Shantanu must get a meeting with gupta Tomorrow

4/4/19, 2:20 PM - PDG&@: Yes you send - saying based on nakuls feedback - also ask clearly which draft to use - earlier one(which got circulated to board members) or this new one

4/4/19, 2:21 PM - PDG&@: Also say in the absence of any other comments we should shoot the reply to TRAI by end of day on 5th

4/4/19, 2:32 PM - PDG&@: Did shantanu call him or he called

4/4/19, 2:33 PM - Romil Ramgaria Barc: Shantanu was there to present for week 13 - and anil met him there

4/4/19, 2:33 PM - PDG&@: Ok

4/4/19, 2:33 PM - PDG&@: Did they got thru the ppt

4/4/19, 2:33 PM - PDG&@: When you meet you should say - we are extending all cooperation

4/4/19, 2:34 PM - PDG&@: And help you with what you want

4/4/19, 2:34 PM - PDG&@: Why is a small issue being blown out of proportion

4/4/19, 2:34 PM - PDG&@: And if so include board and techcomm

4/4/19, 2:34 PM - PDG&@: Who are very much part of the decision

4/4/19, 2:34 PM - PDG&@: Why officers only

4/4/19, 2:35 PM - PDG&@: In a way then it will become a bigger issue and whole industry will be affected and TRAI will lose face

4/4/19, 2:35 PM - PDG&@: With articles like that of India television

4/4/19, 2:35 PM - PDG&@: Can we get ET and Mint to write similar stories? Also BS?

4/4/19, 2:37 PM - Romil Ramgaria Barc: They did not go through the ppt - anil met on the sidelines

4/4/19, 2:37 PM - Romil Ramgaria Barc: For 10 mins

4/4/19, 2:37 PM - Romil Ramgaria Barc: Told him to implicate others - but he didn't sound convinced

4/4/19, 2:37 PM - Romil Ramgaria Barc: Trying for a meeting tomorrow

4/4/19, 2:37 PM - Romil Ramgaria Barc: Let us see if we can get more stories around this

4/4/19, 2:47 PM - Romil Ramgaria Barc: Meeting group m team now on NTO discussion - have PT also with me

4/4/19, 2:47 PM - Romil Ramgaria Barc: Post that for renewal discussion

4/4/19, 3:13 PM - PDG&@: Ok

4/4/19, 3:16 PM - PDG&@: This you need to tell Sunil direct - I can meet him too on Friday - tell him am on a holiday this week

4/4/19, 3:18 PM - Romil Ramgaria Barc: Friday is tomorrow?

4/4/19, 3:18 PM - Romil Ramgaria Barc: You mean next Friday?

4/4/19, 3:19 PM - PDG&@: Yes

4/4/19, 3:22 PM - Romil Ramgaria Barc: Anyways for us action will happen much before that - currently have checked for a meeting tomorrow

4/4/19, 3:23 PM - PDG&@: K

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Chat With Romil Ramgaria

4/4/19, 5:45 PM - PDG&@: With week 13 release - we should have a para drafted on how the numbers are - relative stability/instability - which genres yet to recover to normal levels

4/4/19, 8:48 PM - PDG&@: Say this

4/4/19, 8:49 PM - PDG&@: They should gun for their enemies not us

4/4/19, 9:12 PM - Romil Ramgaria Barc: Yes

4/5/19, 10:35 AM - PDG&@: Another thing you can stress on is that by releasing public data - big broadcasters won't have much to lose - look at Turner, discovery, Disney, bcc1 - all small ones will die because with the data even small LCOs and MSOs will hike their carriage demands - it will be chaos

4/5/19, 1:35 PM - PDG&@: Taking a flight - will be down in one and half hours

4/5/19, 1:36 PM - PDG&@: Text once your meeting is done

4/5/19, 1:36 PM - PDG&@: Will call

4/5/19, 3:23 PM - Romil Ramgaria Barc: Please call when free

4/5/19, 3:26 PM - Romil Ramgaria Barc: Matter is serious.

4/5/19, 3:39 PM - PDG&@: Ok

4/5/19, 3:40 PM - PDG&@: Jawhar Goel was trying to reach me

4/5/19, 3:40 PM - PDG&@: Didn't take call before talking to you

4/5/19, 3:40 PM - PDG&@: Calling after passport control

4/5/19, 3:53 PM - Romil Ramgaria Barc: Just finishing the presentation to TRAI. Calling in 10 sir

4/5/19, 3:53 PM - PDG&@: Cool

4/5/19, 4:58 PM - PDG&@: Punit in delhi

4/5/19, 4:58 PM - Romil Ramgaria Barc: Do you want to call him? Rather then waiting for him to see the message

4/5/19, 4:59 PM - PDG&@: I asked roshni to check

4/5/19, 4:59 PM - PDG&@: Yes i will do that

4/5/19, 5:06 PM - PDG&@: Call him after an hour and keep me posted on WhatsApp

4/5/19, 5:06 PM - Romil Ramgaria Barc: Should we send a holding reply or wait?

4/5/19, 5:06 PM - Romil Ramgaria Barc: And send by 7pm?

4/5/19, 5:06 PM - Romil Ramgaria Barc: Will WhatsApp him around 6

4/5/19, 5:06 PM - PDG&@: Emirates flight may have wifi

4/5/19, 5:06 PM - Romil Ramgaria Barc: Ok

4/5/19, 5:08 PM - PDG&@: Call him

4/5/19, 5:11 PM - Romil Ramgaria Barc: Ok

4/5/19, 5:12 PM - PDG&@: Around 615 I would say

4/5/19, 5:12 PM - Romil Ramgaria Barc: Ok

4/5/19, 5:16 PM - PDG&@: If Punit says let's maintain what we are doing then we move court on Monday

4/5/19, 5:17 PM - Romil Ramgaria Barc: Yes. Am on a call only with lawyers.

4/5/19, 5:18 PM - PDG&@: When you talk pls explain to him that TRAI will keep needling us now

4/5/19, 5:18 PM - Romil Ramgaria Barc: Write will be ready by tomorrow evening

4/5/19, 5:18 PM - Romil Ramgaria Barc: Most likely will block Kapil Sibal

4/5/19, 5:18 PM - PDG&@: So maybe we buy this peace and then move court asking validity of TRAI in governing us

4/5/19, 5:18 PM - PDG&@: Ok

4/5/19, 5:18 PM - Romil Ramgaria Barc: Yes. DK was saying, we were planning to do so many things together but now all gone

4/5/19, 5:19 PM - Romil Ramgaria Barc: Sharma has formed a negative view and itâ€™s all flowing from there

4/5/19, 5:19 PM - PDG&@: Hmmm

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Chat With Romil Ramgaria

4/5/19, 5:19 PM - Romil Ramgaria Barc: Why move to court boss. Honestly they have been reasonable with us and heard us. And we have got our things done. We need to continue to play the ball

4/5/19, 5:20 PM - Romil Ramgaria Barc: They have been against certain groups

4/5/19, 5:20 PM - PDG&A: Just to pacify punit

4/5/19, 5:20 PM - PDG&A: We will buy time that way

4/5/19, 5:20 PM - PDG&A: Yes

4/5/19, 5:20 PM - PDG&A: Yes

4/5/19, 5:21 PM - Romil Ramgaria Barc: Should I suggest him this? That we comply and then move to court challenging TRAI authority.

4/5/19, 5:21 PM - PDG&A: Trai will screw shareholding issues anyways in the new regulation recommendations

4/5/19, 5:22 PM - PDG&A: You judge how the discussion goes

4/5/19, 5:22 PM - Romil Ramgaria Barc: Honestly I fell we will loose the case - which will strengthen TRAI further - and they will screw us in consultation

4/5/19, 5:22 PM - PDG&A: Yes it's 50:50 - such technicalities judges don't understand

4/5/19, 5:23 PM - Romil Ramgaria Barc: Just by our action, we have agreed to their TRAI by our conduct in last five years

4/5/19, 5:23 PM - Romil Ramgaria Barc: Which a normal judge will give more credence according to me

4/5/19, 5:23 PM - PDG&A: Yes

4/5/19, 5:23 PM - PDG&A: Why Punit is in this combative mood I wonder

4/5/19, 5:24 PM - Romil Ramgaria Barc: And the registration document is very clear on TRAI directives - we can knit pick but don't think we will have a strong end ground

4/5/19, 5:24 PM - PDG&A: True

4/5/19, 5:24 PM - Romil Ramgaria Barc: Yes - and don't know who he will call in this one hour -

4/5/19, 5:24 PM - Romil Ramgaria Barc: May be NP or Uday

4/5/19, 5:24 PM - PDG&A: Monday we should have some articles on TRAI over reach

4/5/19, 5:24 PM - PDG&A: Maybe SC

4/5/19, 5:25 PM - PDG&A: Maybe he doesn't want his numbers out in public domain for valuation fears

4/5/19, 5:25 PM - PDG&A: Fears

4/5/19, 5:25 PM - Romil Ramgaria Barc: Yeah may be -

4/5/19, 5:26 PM - PDG&A: Maybe his instructions not to budge

4/5/19, 5:26 PM - Romil Ramgaria Barc: Hmm. We will get screwed in the process

4/5/19, 5:27 PM - Romil Ramgaria Barc: Vigilance initially and now legal. It is less analytics and more this value destruction elements - but action never ends in life!!

4/5/19, 5:33 PM - PDG&A: True

4/5/19, 6:05 PM - PDG&A: Tell Punit it will be difficult to convince judge on technicalities

4/5/19, 6:05 PM - Romil Ramgaria Barc: Hmm. Yes

4/5/19, 6:19 PM - PDG&A: You did tell Sunil gupta about holding reply today isn't it?

4/5/19, 6:19 PM - PDG&A: Will you seek till Monday or Tuesday

4/5/19, 6:19 PM - Romil Ramgaria Barc: Time till Monday

4/5/19, 6:19 PM - Romil Ramgaria Barc: I did tell him

4/5/19, 6:19 PM - PDG&A: Ok

4/5/19, 6:19 PM - Romil Ramgaria Barc: He said we will wait for an hour beyond Monday

4/5/19, 6:20 PM - Romil Ramgaria Barc: And Tuesday morning 10am we will file

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## Chat With Romil Ramgaria

4/5/19, 6:20 PM - PDG&: Hmmm  
 4/5/19, 6:20 PM - Romil Ramgaria Barc: We need to impress upon Punit  
 4/5/19, 6:20 PM - PDG&: Yes  
 4/5/19, 6:20 PM - Romil Ramgaria Barc: We should use Shashi  
 4/5/19, 6:20 PM - Romil Ramgaria Barc: Important to brief him  
 4/5/19, 6:20 PM - PDG&: I land at 94  
 4/5/19, 6:20 PM - PDG&: 940  
 4/5/19, 6:20 PM - Romil Ramgaria Barc: Is Shashi in town tomorrow?  
 4/5/19, 6:20 PM - PDG&: Yes I kind of told him just a bit back  
 4/5/19, 6:20 PM - PDG&: But you also do  
 4/5/19, 6:20 PM - Romil Ramgaria Barc: If needed we should meet them tomorrow or Sunday  
 4/5/19, 6:20 PM - PDG&: He is in uk  
 4/5/19, 6:20 PM - PDG&: Yes  
 4/5/19, 6:21 PM - PDG&: I will be in ofc anyways  
 4/5/19, 6:21 PM - Romil Ramgaria Barc: Did you speak to him?  
 4/5/19, 6:21 PM - Romil Ramgaria Barc: Shashi  
 4/5/19, 6:21 PM - PDG&: Texted  
 4/5/19, 6:21 PM - Romil Ramgaria Barc: Or WhatsApp message?  
 4/5/19, 6:21 PM - Romil Ramgaria Barc: Ok. Will try and call him once I land  
 4/5/19, 6:21 PM - PDG&: He was in a ABC meeting he said  
 4/5/19, 6:21 PM - PDG&: So texted  
 4/5/19, 6:23 PM - PDG&: Will talk to him tom morning after I land  
 4/5/19, 6:24 PM - PDG&: You also call him and tell about today's conversation  
 4/5/19, 6:24 PM - Romil Ramgaria Barc: Yes will do  
 4/5/19, 6:24 PM - PDG&: Better do it this eve  
 4/5/19, 6:25 PM - PDG&: Four and half hours time difference  
 4/5/19, 6:25 PM - Romil Ramgaria Barc: Yes  
 4/5/19, 6:25 PM - PDG&: Wifi will be on  
 4/5/19, 6:26 PM - Romil Ramgaria Barc: Ok  
 4/5/19, 6:26 PM - PDG&: So pls keep me informed  
 4/5/19, 6:26 PM - Romil Ramgaria Barc: Yes ok  
 4/5/19, 6:28 PM - Romil Ramgaria Barc: Am sending the holding reply on mail to you Punit and Shashi  
 4/5/19, 6:29 PM - Romil Ramgaria Barc: And then sending to TRAI  
 4/5/19, 6:29 PM - Romil Ramgaria Barc: From CEO ID  
 4/5/19, 6:29 PM - PDG&: Ok  
 4/5/19, 6:29 PM - Romil Ramgaria Barc: I am also referring today's meeting with them in the holding reply  
 4/5/19, 6:30 PM - PDG&: Yes  
 4/5/19, 6:30 PM - Romil Ramgaria Barc: And keeping the language non legalese  
 4/5/19, 6:30 PM - PDG&: Ok  
 4/5/19, 6:34 PM - PDG&: Don't wait for my reply  
 4/5/19, 6:34 PM - PDG&: I may or may not be able to read it  
 4/5/19, 6:35 PM - PDG&: Pls get a couple of stories done  
 4/5/19, 6:35 PM - PDG&: To appear ok n Monday  
 4/5/19, 6:35 PM - PDG&: Ideally newspapers  
 4/5/19, 6:36 PM - PDG&: Switching off  
 4/5/19, 6:37 PM - Romil Ramgaria Barc: Will check where are we on ET  
 4/5/19, 6:37 PM - Romil Ramgaria Barc: We'll chat with others also.  
 4/5/19, 6:37 PM - Romil Ramgaria Barc: But depending on our stand tomorrow we may have to diffuse it  
 4/5/19, 10:06 PM - Romil Ramgaria Barc: Spoke to Shashi also. He said he will have a call between three of you tomorrow

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## Chat With Romil Ramgaria

4/5/19, 10:32 PM - Romil Ramgaria Barc: Spoke to gauravjeet also - have seeded the thought of pay vs free reporting. He seemed ok

4/5/19, 10:32 PM - Romil Ramgaria Barc: Have asked Derrick to work on it. We shall take it in next tech comm

4/5/19, 10:32 PM - Romil Ramgaria Barc: He was asking when is the next core tech comm call on way forward

4/5/19, 10:33 PM - Romil Ramgaria Barc: Told him will schedule something next week

4/5/19, 10:33 PM - Romil Ramgaria Barc: Post week 13 update and IPL analysis, we should do that

4/5/19, 10:33 PM - Romil Ramgaria Barc: Now I think it's in the interest to say that data is ok and let's start planning etc. These deals will keep on happening now / like it used to be earlier

4/6/19, 9:10 PM - PDGAC: Pls remember to send me Republic haircut numbers

4/7/19, 12:29 AM - Romil Ramgaria Barc: <Media omitted>

4/7/19, 12:38 PM - Romil Ramgaria Barc: Tried calling you. If you are at home can I come around 245pm?

4/7/19, 12:51 PM - PDGAC: Sure

4/7/19, 12:53 PM - PDGAC: Who is telling wion to increase to 60%?? We decided that right?

4/7/19, 2:34 PM - Romil Ramgaria Barc: Will get Asti to inform

4/7/19, 2:42 PM - PDGAC: On mail pls

4/8/19, 9:05 AM - Romil Ramgaria Barc: Should we put a disclaimer on website that data is being released under TRAI advise?

4/8/19, 9:34 AM - PDGAC: Not required

4/8/19, 10:39 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:39 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:39 AM - Romil Ramgaria Barc: Even for English news we cut republic the most

4/8/19, 10:40 AM - PDGAC: These set of slides - with week 13 - updated?

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: <Media omitted>

4/8/19, 10:40 AM - Romil Ramgaria Barc: I thought I had send you / missed it

4/8/19, 10:41 AM - PDGAC: K

4/8/19, 10:42 AM - Romil Ramgaria Barc: Data Iliad we are ready. Board note gone. TRAI draft will send once your are ok. On PR, no official comments but sources say only.

4/8/19, 10:42 AM - Romil Ramgaria Barc: Have briefed the entire BD team on this as well

4/8/19, 10:43 AM - Romil Ramgaria Barc: \*upload

4/8/19, 10:44 AM - PDGAC: ok

4/8/19, 10:45 AM - Romil Ramgaria Barc: Will work from home today boss. Available on phone/emails etc. mom not well and Neena with hiyana etc. if anything urgent will come by

4/8/19, 10:48 AM - PDGAC: Ok

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## Chat With Romil Ramgaria

4/8/19, 10:54 AM - PDG&@: do we need the preface on this TRAI letter?  
 4/8/19, 10:54 AM - PDG&@: why cant we just say - we have decided to release the data  
 4/8/19, 11:11 AM - PDG&@: not finding the chart with all hindi news channels  
 4/8/19, 11:11 AM - PDG&@: can you resend  
 4/8/19, 4:12 PM - Romil Ramgaria Barc: <Media omitted>  
 4/8/19, 4:12 PM - Romil Ramgaria Barc: Hindi news channel  
 4/8/19, 6:40 PM - PDG&@: Which section is this FIR that is non bailable in UP?  
 4/8/19, 6:50 PM - Romil Ramgaria Barc: Sec 386 IPC in Lucknow  
 4/8/19, 6:50 PM - PDG&@: K  
 4/8/19, 6:51 PM - Romil Ramgaria Barc: FIR filed against BARC Vigilance team member, Abhijit Mehendale, at Alambagh Police Station, Lucknow, under section 385 and 386 &C" Extortion and threat to cause grievous injury with a minimum imprisonment of ten years  
 4/8/19, 6:52 PM - PDG&@: K  
 4/8/19, 9:58 PM - PDG&@: I think we have India Today sorted for the time being  
 4/8/19, 9:58 PM - PDG&@: Both Kallie and Dinesh was there  
 4/8/19, 10:04 PM - Romil Ramgaria Barc: Hmmm ok  
 4/8/19, 10:04 PM - Romil Ramgaria Barc: That&C"s great  
 4/8/19, 10:04 PM - Romil Ramgaria Barc: This Amit N I think have joined chrome - I have a feeling like that  
 4/8/19, 10:09 PM - PDG&@: Is it?  
 4/8/19, 10:09 PM - PDG&@: Possible  
 4/8/19, 10:12 PM - Romil Ramgaria Barc: The way he is going around cribbing about it.  
 4/8/19, 10:13 PM - PDG&@: He is a born cribber anyways&Y`S  
 4/8/19, 10:13 PM - Romil Ramgaria Barc: Yeah - but one shouldn&C"t be openly negative about ones alma mater  
 4/8/19, 10:13 PM - PDG&@: Yes  
 4/8/19, 10:41 PM - PDG&@: Think R Bharat should be shaved further  
 4/8/19, 10:42 PM - PDG&@: This week  
 4/9/19, 4:25 PM - PDG&@: Are you free? Can you meet me at barc house?  
 4/9/19, 4:26 PM - Romil Ramgaria Barc: 10 mins. Will come over  
 4/9/19, 4:26 PM - Romil Ramgaria Barc: Just finishing an interview  
 4/9/19, 4:26 PM - PDG&@: Ck  
 4/9/19, 6:24 PM - PDG&@: Pankaj krishna interviewed Subramanian Swamy  
 4/9/19, 6:24 PM - Romil Ramgaria Barc: Yes saw that  
 4/9/19, 6:25 PM - Romil Ramgaria Barc: Didn&C"t see the video yet  
 4/9/19, 6:25 PM - Romil Ramgaria Barc: Will check  
 4/10/19, 9:21 AM - Romil Ramgaria Barc: On harvest, don&C"t want to take a hard stand with Sibal&C"s - also will keep MIB informed. Will play by this book on this  
 4/10/19, 9:21 AM - Romil Ramgaria Barc: Have a meeting with Kevin and Tamil team at their andheri office now  
 4/10/19, 9:22 AM - PDG&@: Yes better  
 4/10/19, 9:22 AM - PDG&@: Ok  
 4/10/19, 9:22 AM - PDG&@: If DTH operators are playing it - they would have seen the legal papers right?  
 4/10/19, 9:23 AM - PDG&@: If they have license with Harvest name then ok na?.Tiranga is being contested and not clear yet  
 4/10/19, 9:24 AM - Romil Ramgaria Barc: They would have done basis court case etc - or May be sibal - will check what&C"s their process  
 4/10/19, 9:24 AM - Romil Ramgaria Barc: Yes but the issue is on air name is Tiranga

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## Chat With Romil Ramgaria

4/10/19, 9:24 AM - Romil Ramgaria Barc: For us all MIB and on air name and entity name is important

4/10/19, 9:24 AM - PDG@: We can report it as Harvest?

4/10/19, 9:24 AM - Romil Ramgaria Barc: Yes we can

4/10/19, 9:24 AM - Romil Ramgaria Barc: Have told them that

4/10/19, 9:24 AM - PDG@: Yes saw

4/10/19, 9:24 AM - Romil Ramgaria Barc: But they are on an ego trip now

4/10/19, 9:25 AM - PDG@: Saying?

4/10/19, 9:25 AM - Romil Ramgaria Barc: Saying we will get Tiranga from MIB

4/10/19, 9:25 AM - PDG@: Once they get we are fine

4/10/19, 9:25 AM - Romil Ramgaria Barc: and let us see how can MIB stop us types

4/10/19, 9:25 AM - PDG@: Till then

4/10/19, 9:25 AM - Romil Ramgaria Barc: Yes absolutely

4/10/19, 9:25 AM - Romil Ramgaria Barc: But don't want to take panga - in case the govt changes

4/10/19, 9:25 AM - PDG@: Yes

4/10/19, 3:06 PM - PDG@: <https://thewire.in/>

4/10/19, 3:06 PM - PDG@: Namo tv

4/10/19, 3:09 PM - PDG@: <https://youtu.be/WZQmZmrcU4o>

4/10/19, 3:22 PM - PDG@: Add IIM reports on sample to both techcomm and board agendas

4/10/19, 3:28 PM - PDG@: see this <https://thewire.in/media/namo-tvs-use-of-satellite-raises-questions-about-compliance-with-indian-law>

4/10/19, 4:10 PM - Romil Ramgaria Barc: Sir DishTV services are available on NSS6 satellite

4/10/19, 4:10 PM - Romil Ramgaria Barc: And Namo TV is unencrypted on one of Dish TV transponder

4/10/19, 4:10 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:11 PM - PDG@: yes - but then could it be that its a playout and then Dish TV uplinking it alongwith its other channels

4/10/19, 4:12 PM - Romil Ramgaria Barc: Yes may be - let me check

4/10/19, 4:12 PM - PDG@: then all of them like Tata sky and airtel will do the same

4/10/19, 4:12 PM - Romil Ramgaria Barc: Yes

4/10/19, 4:13 PM - PDG@: if not its again SC prostrating

4/10/19, 4:16 PM - Romil Ramgaria Barc: Dish TV, Videocon D2H, Airtel are carrying this channel on their platform

4/10/19, 4:16 PM - Romil Ramgaria Barc: And this is a non linear (non satellite) channel like Q India

4/10/19, 4:17 PM - PDG@: Ok

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:27 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:29 PM - PDG@: network level?

4/10/19, 4:29 PM - Romil Ramgaria Barc: Sending in a while

4/10/19, 4:30 PM - PDG@: k

4/10/19, 4:41 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 4:41 PM - Romil Ramgaria Barc: All 3 zee platforms and Tata Sky Airtel

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## Chat With Romil Ramgaria

4/10/19, 4:44 PM - PDG&@: So it's a payout which gets beamed up by DTH platform?

4/10/19, 4:45 PM - Romil Ramgaria Barc: Yes

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 5:15 PM - PDG&@: even viacom has gone bad to worse??

4/10/19, 5:15 PM - Romil Ramgaria Barc: Yes - but freedish movement out and IPL now

4/10/19, 5:15 PM - Romil Ramgaria Barc: Because for them both their channels have got badly impacted which were contributing heavily to their shares

4/10/19, 5:16 PM - PDG&@: Yes

4/10/19, 5:20 PM - PDG&@: should i send this to Sanjay?

4/10/19, 5:20 PM - PDG&@: did we send him what he wanted after the meeting?

4/10/19, 5:25 PM - Romil Ramgaria Barc: Yes we can - we haven't sent but did the workings on different cuts - pay, entertainment, pay entertainment etc

4/10/19, 5:28 PM - Romil Ramgaria Barc: Hi Romil quick update on the Republic Meeting.

Along with Vikas and Nana, Arnab also attended the meeting.

We presentation Hindi News trend and dwelled more on how Republic Bharat is doing.

Arnab liked some of our analysis on Breaking news, Personality & persistent coverage of the top news stories.

However he showed deep concern on India TV's ATS.

4/10/19, 5:28 PM - PDG&@: pls forward me the ppt

4/10/19, 5:29 PM - PDG&@: Amit Chopra is meeting me tomorrow

4/10/19, 5:29 PM - PDG&@: what could be the issues

4/10/19, 5:29 PM - PDG&@: marking a mail to aaditya too

4/10/19, 5:29 PM - Romil Ramgaria Barc: Ok

4/10/19, 5:30 PM - Romil Ramgaria Barc: Nothing to my knowledge -

4/10/19, 5:30 PM - Romil Ramgaria Barc: But we should indirectly push tv plus digital with him

4/10/19, 5:30 PM - Romil Ramgaria Barc: Saying all mediums etc

4/10/19, 5:30 PM - Romil Ramgaria Barc: He is the one who can help push this internally with Sanjay is my sense

4/10/19, 5:30 PM - PDG&@: yes ok

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/10/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>

4/11/19, 9:48 AM - PDG&@: Priya may not know a lot of our trade journos

4/11/19, 9:48 AM - PDG&@: We need to introduce her

4/11/19, 9:49 AM - PDG&@: We should do a bridge building meeting - no stories - with this Dattatreya chap

4/11/19, 9:53 AM - Romil Ramgaria Barc: Yes - will organise

4/11/19, 10:37 AM - Romil Ramgaria Barc: We are not starting twitter

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## Chat With Romil Ramgaria

4/11/19, 10:59 AM - Romil Ramgaria Barc: <Media omitted>  
 4/11/19, 10:59 AM - Romil Ramgaria Barc: DLF cyber city  
 4/11/19, 10:59 AM - Romil Ramgaria Barc: 9A building  
 4/11/19, 10:59 AM - Romil Ramgaria Barc: Gurgaon  
 4/11/19, 10:59 AM - Romil Ramgaria Barc: This is placed there - bizarre  
 4/11/19, 10:59 AM - Romil Ramgaria Barc: Figuring out who did this  
 4/11/19, 11:53 AM - PDG&C: must be next to group M office?  
 4/11/19, 11:53 AM - PDG&C: must be CNBC  
 4/11/19, 11:53 AM - Romil Ramgaria Barc: Yes -  
 4/11/19, 11:53 AM - Romil Ramgaria Barc: It keeps on changing  
 4/11/19, 11:54 AM - PDG&C: oh  
 4/11/19, 11:54 AM - PDG&C: ask someone to pick up a video  
 4/11/19, 11:54 AM - Romil Ramgaria Barc: Hmm ok  
 4/11/19, 11:54 AM - PDG&C: question from Rajdeep - on CNN News18 - saying landings have increased  
 4/11/19, 11:55 AM - Romil Ramgaria Barc: But we control it by 80% plus their numbers  
 4/11/19, 11:55 AM - PDG&C: yes  
 4/11/19, 11:55 AM - PDG&C: we didnt hear from our disti team - hence pointing  
 4/11/19, 11:56 AM - Romil Ramgaria Barc: We have not starting controlling basis our data - on TV ons  
 4/11/19, 7:22 PM - PDG&C: In DNPA - the last slide should be about BARC - the power statements  
 4/11/19, 10:22 PM - Romil Ramgaria Barc: Sir, Namo TV can be tuned on DD Free Dish with dish antenna aligned towards both Free Dish and Dish TV  
 4/11/19, 10:22 PM - Romil Ramgaria Barc: <Media omitted>  
 4/11/19, 11:56 PM - PDG&C: ॐ-ॐ  
 4/12/19, 11:51 AM - PDG&C: <Media omitted>  
 4/12/19, 11:51 AM - Romil Ramgaria Barc: Ok  
 4/12/19, 11:53 AM - PDG&C: You can show Malli that Markdata understands Indian complications of multiple markets better than any US based company  
 4/12/19, 12:10 PM - Romil Ramgaria Barc: Yes  
 4/12/19, 5:41 PM - Romil Ramgaria Barc: <Media omitted>  
 4/12/19, 5:41 PM - Romil Ramgaria Barc: Basically as per this also we would need 1-2 weeks more to say data is stabilized  
 4/12/19, 5:42 PM - Romil Ramgaria Barc: This was done post gauravjeets comment  
 4/12/19, 5:42 PM - Romil Ramgaria Barc: Should I send this in the group of Shashi?  
 4/12/19, 5:44 PM - PDG&C: Yes  
 4/12/19, 5:45 PM - PDG&C: Though I feel the mood is now to let it be and revert back to pre February  
 4/12/19, 5:45 PM - Romil Ramgaria Barc: Means?  
 4/12/19, 5:45 PM - PDG&C: Nobody is actually following ISA  
 4/12/19, 5:46 PM - PDG&C: Can PT defend this?  
 4/12/19, 5:46 PM - PDG&C: I got a feeling Gauravjeet will now question him intensely  
 4/12/19, 5:47 PM - Romil Ramgaria Barc: Yes PT can defend this basis data -  
 4/12/19, 5:47 PM - Romil Ramgaria Barc: But gauravjeet can needle basis IPL etc  
 4/12/19, 5:47 PM - PDG&C: In our interest his credibility is important  
 4/12/19, 5:47 PM - Romil Ramgaria Barc: Yes agree  
 4/12/19, 5:47 PM - Romil Ramgaria Barc: I met him today -  
 4/12/19, 5:47 PM - PDG&C: Gauravjeet should not feel he is working on a agenda  
 4/12/19, 5:47 PM - Romil Ramgaria Barc: We will also need to defend and back him - hence will do so

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Chat With Romil Ramgaria

4/12/19, 5:47 PM - Romil Ramgaria Barc: Yes agree  
4/12/19, 5:48 PM - PDGÂ©: The IPL part he has analysed properly?  
4/12/19, 5:50 PM - Romil Ramgaria Barc: To some extent - but Not in detail- have asked him to do movie genre analysis impact of IPL - also the argument is all events are there in the volatility benchmark  
4/12/19, 5:50 PM - Romil Ramgaria Barc: Just like demon etc  
4/12/19, 5:51 PM - PDGÂ©: Yes  
4/12/19, 6:07 PM - Romil Ramgaria Barc: <Media omitted>  
4/12/19, 6:07 PM - Romil Ramgaria Barc: Free promotion  
4/12/19, 6:09 PM - PDGÂ©: Crazy  
4/12/19, 6:10 PM - PDGÂ©: But who is paying for this  
4/12/19, 6:10 PM - PDGÂ©: The ooh vendor?  
4/12/19, 6:11 PM - Romil Ramgaria Barc: Trying to figure out  
4/12/19, 6:37 PM - PDGÂ©: Next to group m right?  
4/12/19, 7:13 PM - Romil Ramgaria Barc: Yes  
4/12/19, 10:03 PM - Romil Ramgaria Barc: <Media omitted>  
4/12/19, 11:31 PM - PDGÂ©: I guess - before action points we should establish the number of locations we reach out to vs MRUC and also the variance in results in some markets - to highlight why we need to know reasons  
4/12/19, 11:31 PM - PDGÂ©: All else is ok  
4/13/19, 7:52 AM - Romil Ramgaria Barc: Will add no of locations. The variance in results (tv penetration) is there in slide 7. Penetration is very fundamental, there are other issues then with weighting etc - will mention that also  
4/13/19, 7:58 AM - PDGÂ©: Yes  
4/13/19, 3:59 PM - Romil Ramgaria Barc: <Media omitted>  
4/13/19, 4:00 PM - Romil Ramgaria Barc: Sending this to the group - Shashi, Cama, Bhasin MRUC and us - marking PT also - suggesting to fix a meeting in May first fortnight on this  
4/13/19, 5:28 PM - PDGÂ©: Ok  
4/13/19, 7:30 PM - PDGÂ©: Check out @dkiesow's Tweet:  
<https://twitter.com/dkiesow/status/1116783809201147907?s=08>  
4/13/19, 7:31 PM - PDGÂ©: Check out the thread  
4/13/19, 7:46 PM - Romil Ramgaria Barc: Didn't understand. Relevant for the Wednesday meeting?  
4/13/19, 7:47 PM - PDGÂ©: No no  
4/13/19, 7:47 PM - PDGÂ©: Talks about subscription expenses  
4/13/19, 7:47 PM - PDGÂ©: Businesses sorry  
4/13/19, 7:47 PM - PDGÂ©: How to stay relevant  
4/13/19, 7:48 PM - Romil Ramgaria Barc: Ya ok  
4/15/19, 2:08 PM - PDGÂ©: do we have any messaging needs that we want world to know - 29th April is a good occasion to give an interview and announce some things  
4/15/19, 2:10 PM - Romil Ramgaria Barc: We should announce our bio suite of products, (news not moving to sports and music). Moving towards sales culture, great place to work, strengthening teams and expanding teams, moving towards custom solution - we can elaborate that  
4/15/19, 2:11 PM - PDGÂ©: yes but the right vehicle  
4/15/19, 2:11 PM - Romil Ramgaria Barc: Yes agree  
4/16/19, 10:37 AM - PDGÂ©: How was Avinash Kaul meet  
4/16/19, 10:54 AM - Romil Ramgaria Barc: RPD Airtel is picking up speed now. 200 installations done. Activity not starting across multiple states  
4/16/19, 10:54 AM - Romil Ramgaria Barc: Am ordering 20k dongles more

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Chat With Romil Ramgaria

4/16/19, 10:54 AM - Romil Ramgaria Barc: The challenge will be it's not board approved budget  
4/16/19, 10:55 AM - Romil Ramgaria Barc: Figuring out what to do as per DMP  
4/16/19, 10:55 AM - PDG&C: Hmmm  
4/16/19, 10:56 AM - PDG&C: It will be small cost isn't it  
4/16/19, 10:56 AM - Romil Ramgaria Barc: No - around 4.9cr for 20K  
4/16/19, 10:56 AM - Romil Ramgaria Barc: Airtel is more expensive because of WNC dongles also  
4/16/19, 10:56 AM - PDG&C: Can't we move as special approval to Punit  
4/16/19, 10:56 AM - PDG&C: Oh that's high  
4/16/19, 10:57 AM - Romil Ramgaria Barc: Yes  
4/16/19, 10:57 AM - PDG&C: To board we had said - for rpd - we will come back  
4/16/19, 10:57 AM - Romil Ramgaria Barc: Yes  
4/16/19, 10:58 AM - Romil Ramgaria Barc: As per DOM it is to be proposed by CEO, recommend by board and approved by chairman. Checking  
4/16/19, 10:59 AM - Romil Ramgaria Barc: Will get it arranged to send ASAP since timeline for delivery is 8-10 weeks  
4/16/19, 10:59 AM - PDG&C: Ok  
4/16/19, 10:59 AM - PDG&C: On mail you mean  
4/16/19, 10:59 AM - Romil Ramgaria Barc: Yes  
4/16/19, 10:59 AM - PDG&C: Draft it cleverly  
4/16/19, 10:59 AM - PDG&C: In case of no objections within xx days Chairman will take call  
4/16/19, 11:00 AM - Romil Ramgaria Barc: Ok  
4/16/19, 3:11 PM - PDG&C: Will you help me draft a small note on the NBA issue and outliers for Landing, dual etc - to explain the situation  
4/16/19, 3:12 PM - Romil Ramgaria Barc: Yes will do  
4/16/19, 3:12 PM - PDG&C: You may not name channels but allude e.g new entrant  
4/16/19, 3:13 PM - PDG&C: As solution propose techcomm chairman can see the outlier data and week by week numbers get satisfied and report to NBA  
4/16/19, 3:13 PM - PDG&C: But to start with he can write to NBA saying he is looking into the data and will get back  
4/16/19, 4:21 PM - PDG&C: Improving these Markets for reach.. impacting the next 4 weeks.  
1. Mega cities - Delhi & Mumbai.  
2. 10-75 L - Gujarat & UP  
3. Below 10 L - UP  
4. Urban - Rajasthan  
4/16/19, 4:21 PM - PDG&C: <Media omitted>  
4/16/19, 4:21 PM - PDG&C: Implementing a major further reach drive to cross to #1 position with strategic investments.  
4/16/19, 4:21 PM - PDG&C: From arnab  
4/16/19, 4:21 PM - Romil Ramgaria Barc: 8Y-5  
4/16/19, 4:22 PM - Romil Ramgaria Barc: Great timing - he needs to sort NBA  
4/16/19, 4:25 PM - PDG&C: Told him that  
4/16/19, 4:25 PM - PDG&C: Because of him we are suffering  
4/16/19, 4:57 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 4:58 PM - Romil Ramgaria Barc: We are also adding disciplinary issues with fair usage guidelines to the tech comm agenda  
4/16/19, 4:58 PM - Romil Ramgaria Barc: What Shashi raised  
4/16/19, 5:14 PM - PDG&C: Ok  
4/16/19, 5:15 PM - PDG&C: But criticizing Star won't help  
4/16/19, 5:15 PM - Romil Ramgaria Barc: Yes agree  
4/16/19, 5:15 PM - PDG&C: Rohit would jump at it if

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Chat With Romil Ramgarla

4/16/19, 5:15 PM - PDG&C: It  
4/16/19, 5:15 PM - PDG&C: Techcomm has to do it  
4/16/19, 5:15 PM - PDG&C: Not barc management  
4/16/19, 5:16 PM - PDG&C: Rohit will try to fight on our shoulder  
4/16/19, 5:19 PM - Romil Ramgaria Barc: Yes  
4/16/19, 8:58 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 8:58 PM - Romil Ramgaria Barc: 90% of control for Bharat is outliers and 10% is landing  
4/16/19, 10:35 PM - PDG&C: Outliers = Tampering  
4/16/19, 10:36 PM - PDG&C: And the policy applies  
4/16/19, 10:36 PM - Romil Ramgaria Barc: Yes  
4/16/19, 10:36 PM - Romil Ramgaria Barc: Shall give you the draft tomorrow  
4/16/19, 10:36 PM - PDG&C: Ok  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: <Media omitted>  
4/16/19, 11:02 PM - Romil Ramgaria Barc: Very interesting presentation  
4/17/19, 10:26 AM - Romil Ramgaria Barc: You need to send mail to Punit for PB tech comm - post which we can confirm to vempati and ask him for nomination  
4/17/19, 10:26 AM - PDG&C: I have sent  
4/17/19, 10:26 AM - Romil Ramgaria Barc: Ok  
4/17/19, 10:32 AM - Romil Ramgaria Barc: Have reached ITC  
4/17/19, 10:32 AM - PDG&C: Coming down  
4/17/19, 10:32 AM - PDG&C: Let's meet in coffee shop  
4/17/19, 10:32 AM - Romil Ramgaria Barc: Ok  
4/17/19, 10:35 AM - Romil Ramgaria Barc: We are at samaya lounge  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:17 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:18 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:18 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:18 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:18 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:18 AM - Romil Ramgaria Barc: <Media omitted>  
4/17/19, 11:20 AM - PDG&C: Good one - updated to week15?  
4/17/19, 11:22 AM - Romil Ramgaria Barc: Yes updating it  
4/17/19, 1:22 PM - PDG&C: In your mind - what all can Rajat do to us  
4/17/19, 1:22 PM - PDG&C: To highlight the severity to Arnab  
4/17/19, 1:29 PM - Romil Ramgaria Barc: Audit, instigate TRAI/MIB (right timing) for cancellation or alternate as consultation is on, come out with videos of tampering  
4/17/19, 1:29 PM - PDG&C: Ok

1:29 PM - PDG&@: Ok

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## Chat With Romil Ramgaria

4/17/19, 6:22 PM - PDG&C: Have asked Manashi to compile all evidence against India TV in past including video

4/17/19, 6:23 PM - PDG&C: Rajat has asked Punit if the reply was from barc board in which case all NBA members will withdraw from barc

4/17/19, 6:23 PM - PDG&C: Or else he should take action against the person who wrote the letter

4/17/19, 6:24 PM - PDG&C: ॐ-ॐ

4/17/19, 6:42 PM - Romil Ramgaria Barc: What did punit say?

4/17/19, 6:43 PM - PDG&C: He has asked shashi to speak whereas we had agreed that shashi will approach whole board and not sharma alone

4/17/19, 6:43 PM - PDG&C: So both of us wondering why Punit doing what he is doing

4/17/19, 6:44 PM - PDG&C: Shashi doesn't want to talk to him alone

4/17/19, 6:44 PM - Romil Ramgaria Barc: Hmmm - yes we shouldn't speak to Rajat but write to the board. May be if Shashi says that to him he will be ok

4/17/19, 6:45 PM - PDG&C: Yes

4/18/19, 12:08 PM - PDG&C: <Media omitted>

4/18/19, 12:08 PM - PDG&C: Kantar ppt to ABP news

4/18/19, 12:08 PM - PDG&C: <Media omitted>

4/18/19, 12:09 PM - PDG&C: India today internal presentation made to Kallie

4/18/19, 5:00 PM - Romil Ramgaria Barc: dinesh.bhatia@intoday.com

4/18/19, 5:01 PM - PDG&C: ok

4/18/19, 5:07 PM - PDG&C: possible to get Kalli and Dinesh's phone numbers

4/18/19, 5:07 PM - PDG&C: ?

4/18/19, 5:36 PM - PDG&C: think you can tell Vivek about the NBA meeting request

4/18/19, 5:36 PM - Romil Ramgaria Barc: Already done

4/18/19, 5:36 PM - PDG&C: k

4/18/19, 5:36 PM - PDG&C: avinash?

4/18/19, 5:37 PM - Romil Ramgaria Barc: You Can sound him

4/18/19, 6:25 PM - PDG&C: Apparently Shipra is drafting mails on behalf of NBA

4/18/19, 6:25 PM - PDG&C: One reply is on its way

4/18/19, 6:34 PM - Romil Ramgaria Barc: Hmmm - interesting

4/18/19, 7:12 PM - PDG&C: You need to solve the Zee news issue

4/18/19, 7:12 PM - PDG&C: We need all others in our side

4/18/19, 7:18 PM - PDG&C: On Vikas - you should encourage them to do their own stng I think

4/18/19, 7:21 PM - Romil Ramgaria Barc: They will go in the blind and may take time is my sense - let's see the video - Varun is trying to pull it out

4/18/19, 7:21 PM - Romil Ramgaria Barc: Yes will solve zee

4/18/19, 7:22 PM - PDG&C: I may meet Ashoke tomorrow

4/18/19, 7:22 PM - PDG&C: He may come to office

4/18/19, 7:22 PM - PDG&C: Will keep you informed

4/18/19, 7:22 PM - Romil Ramgaria Barc: Oh ok. I just emailed him one on one on this to chat on this topic. Either ways ok

4/18/19, 7:23 PM - PDG&C: Yes you do that

4/18/19, 7:23 PM - PDG&C: I will just assure him it will be done but we have to cover our ass

4/18/19, 7:23 PM - Romil Ramgaria Barc: But they need to increase their international content

4/18/19, 7:24 PM - Romil Ramgaria Barc: That they have to do for us to do it

4/18/19, 7:24 PM - PDG&C: Yes

4/18/19, 7:24 PM - PDG&C: We just need to say the same thing in a different tone

4/18/19, 7:24 PM - PDG&C: Not the way Asti is saying

4/18/19, 7:24 PM - Romil Ramgaria Barc: Yes agree - will chat with him as well

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Chat With Romil Ramgaria

4/19/19, 10:24 AM - PDG&A: ashoke is coming to ofc at 1030  
 4/19/19, 10:24 AM - Romil Ramgaria Barc: Ok. Am at office only  
 4/19/19, 12:39 PM - PDG&A: <Media omitted>  
 4/19/19, 12:59 PM - PDG&A: i am not too happy with the board mail on procurement - we are not justifying why a particular party and why the price  
 4/19/19, 2:48 PM - Romil Ramgaria Barc: Have to leave early today. Will be there on phone emails  
 4/19/19, 3:01 PM - PDG&A: Ok  
 4/19/19, 3:17 PM - PDG&A: arnab met sunil gupta  
 4/19/19, 3:18 PM - PDG&A: they have agreed to Republic complaining to BARC and TRAI on india TV tampering in UP  
 4/19/19, 3:18 PM - PDG&A: TRAI will ask us on the same marking India TV a copy  
 4/19/19, 3:18 PM - PDG&A: we have to think thru how to reply  
 4/19/19, 3:19 PM - Romil Ramgaria Barc: Yes - we need to be careful  
 4/19/19, 3:19 PM - PDG&A: it will act as pressure to Rajat no doubt  
 4/19/19, 3:20 PM - Romil Ramgaria Barc: Yes  
 4/19/19, 3:33 PM - Romil Ramgaria Barc: 29th and 01st both being a holiday, in that week will release data on Friday. Will communicate to market accordingly next week  
 4/19/19, 3:34 PM - PDG&A: ok  
 4/19/19, 5:57 PM - PDG&A: meeting Punit tom - any points?  
 4/19/19, 6:28 PM - Romil Ramgaria Barc: 1) NBA - we shouldn't get scared of Rajat 2) AAAI push to get srini and ISA to get from HUL 3) digital measurement- he should push in the 7th meeting 4) brief him on Bangladesh, Indonesia, Nigeria (we are exploring) 5) pay and free reporting- will bump up pay GEC GRP&A's 6) BI and MRUC may not go anywhere this year and hence we will do on our own 7) nielsen digital settlement - they have come down from 40 to 23. Sense is they will get settled around 15-18. We have provision in the books also  
 4/19/19, 6:37 PM - PDG&A: Ok  
 4/19/19, 6:37 PM - PDG&A: Isn't our provision 10 cr?  
 4/19/19, 6:38 PM - PDG&A: Are they insisting still on doing thru them whenever we revive?  
 4/19/19, 6:38 PM - Romil Ramgaria Barc: Increasing to 15 given that we had buffer - from dec to March - also have the basis given their ask  
 4/19/19, 6:38 PM - Romil Ramgaria Barc: No - have already told them it will be best effort. No commitment  
 4/19/19, 6:38 PM - Romil Ramgaria Barc: They are ok with that  
 4/19/19, 6:39 PM - PDG&A: Ok  
 4/20/19, 8:19 AM - Romil Ramgaria Barc: <Media omitted>  
 4/20/19, 8:56 AM - PDG&A: 8Y-5  
 4/20/19, 9:57 PM - Romil Ramgaria Barc: <Media omitted>  
 4/20/19, 9:58 PM - Romil Ramgaria Barc: Viacom18 is sponsoring pretty much all trade events - beginning of an end  
 4/20/19, 10:10 PM - PDG&A: Yes I also noticed so  
 4/20/19, 10:10 PM - PDG&A: And not Colors pls note  
 4/20/19, 10:10 PM - PDG&A: Apparently Sonia is the new queen  
 4/20/19, 10:12 PM - Romil Ramgaria Barc: Yes That's why I think - beginning of an end  
 4/20/19, 10:13 PM - PDG&A: 8Y-5  
 4/21/19, 10:19 AM - PDG&A: Can you ask the team to cull out some abnormal India TV in UP data (BMW output) maybe ATS  
 4/21/19, 10:20 AM - PDG&A: Will brief you what's happening  
 4/21/19, 10:20 AM - PDG&A: Also any other things that could arm Shashi  
 4/21/19, 10:20 AM - Romil Ramgaria Barc: Released data?

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Chat With Romil Ramgaria

4/21/19, 10:20 AM - PDG&@: This is for a complaint to us and TRAI from republic  
 4/21/19, 10:21 AM - PDG&@: I will forward that to shashi  
 4/21/19, 10:21 AM - PDG&@: Have asked Arnab to ask his team too  
 4/21/19, 10:21 AM - PDG&@: Yes  
 4/21/19, 10:21 AM - Romil Ramgaria Barc: Ok  
 4/21/19, 10:22 AM - PDG&@: Raw data and cut figures we will give Shashi  
 4/21/19, 10:22 AM - PDG&@: To show only 2 or 3 are clean  
 4/21/19, 10:22 AM - Romil Ramgaria Barc: Yes ok  
 4/21/19, 10:24 AM - PDG&@: Have asked nitika to block time with you tom morning  
 - need to share punit discussions  
 4/21/19, 10:24 AM - Romil Ramgaria Barc: Yes ok  
 4/22/19, 1:04 PM - PDG&@: Push Vikas - what are they doing on tall man  
 4/22/19, 2:11 PM - PDG&@: I think you send the letter to Anjani kumar  
 4/22/19, 2:11 PM - PDG&@: For the techcomm thing  
 4/22/19, 2:11 PM - Romil Ramgaria Barc: Yes will do  
 4/22/19, 3:46 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 3:46 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 3:49 PM - PDG&@: possible to mark some weeks with remarks like landing  
 in xx,yy etc  
 4/22/19, 3:49 PM - PDG&@: ?  
 4/22/19, 3:49 PM - Romil Ramgaria Barc: Yes will do  
 4/22/19, 8:38 PM - PDG&@: Not getting thru  
 4/22/19, 8:55 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 8:55 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 8:56 PM - PDG&@: Can you ask vira to give me a print of these two  
 4/22/19, 8:56 PM - PDG&@: Hope she maintains confidentiality  
 4/22/19, 9:25 PM - Romil Ramgaria Barc: Yes absolutely  
 4/22/19, 9:54 PM - PDG&@: <Media omitted>  
 4/22/19, 9:54 PM - PDG&@: <Media omitted>  
 4/22/19, 9:54 PM - PDG&@: R Bharat daul LCN in Rajasthan Infotech media Services  
 Ajmer  
 4/22/19, 9:55 PM - PDG&@: Blackstone buys Essel Propack for up to \$460 million,  
 to launch open offer at Rs 139/share  
<https://economictimes.indiatimes.com/markets/stocks/news/blackstone-buys-essel-propack-for-up-to-460-million-to-launch-open-offer-at-rs-139/share/articleshow/68990976.cms>  
 4/22/19, 10:14 PM - Romil Ramgaria Barc: Almost an irrelevant LCN  
 4/22/19, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 10:15 PM - Romil Ramgaria Barc: For Shashi sirs meeting  
 4/22/19, 10:28 PM - PDG&@: Check out @TheQuint&@'s Tweet:  
<https://twitter.com/TheQuint/status/1120361992815022082?s=08>  
 4/22/19, 10:30 PM - Romil Ramgaria Barc: You should forward this to Shashi and  
 Punit also  
 4/22/19, 10:31 PM - PDG&@: Yee  
 4/22/19, 10:43 PM - Romil Ramgaria Barc: <Media omitted>  
 4/22/19, 10:44 PM - PDG&@: This week? Didn't understand  
 4/23/19, 7:17 AM - Romil Ramgaria Barc: This is the break up of control between  
 outliers and landing page  
 4/23/19, 5:52 PM - Romil Ramgaria Barc: <Media omitted>  
 4/23/19, 5:54 PM - PDG&@: in week 4 show republic also na  
 4/23/19, 5:54 PM - PDG&@: 2019  
 4/23/19, 5:55 PM - Romil Ramgaria Barc: Bharat launched in week 6  
 4/23/19, 5:55 PM - Romil Ramgaria Barc: But also adding week 15 to this  
 4/23/19, 5:55 PM - PDG&@: ok

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Chat With Romil Ramgaria

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## Chat With Romil Ramgaria

4/24/19, 1:18 PM - Romil Ramgaria Barc: <Media omitted>  
 4/24/19, 1:18 PM - Romil Ramgaria Barc: <Media omitted>  
 4/24/19, 3:46 PM - Romil Ramgaria Barc: <Media omitted>  
 4/24/19, 3:47 PM - PDGÂ©: Ashoke?  
 4/24/19, 3:48 PM - PDGÂ©: Ashish bagga?  
 4/24/19, 4:07 PM - PDGÂ©: the Pay free ppt - can you send me the slide on hindi and english news  
 4/24/19, 4:43 PM - Romil Ramgaria Barc: <Media omitted>  
 4/24/19, 7:14 PM - PDGÂ©: Pls think - any other threat we can give to NBA if we find many channels Tampering/landing/dual  
 4/24/19, 7:14 PM - PDGÂ©: Apart from monthly reporting  
 4/24/19, 8:14 PM - PDGÂ©: Also growth slide and numbers  
 4/24/19, 8:14 PM - PDGÂ©: And pay free  
 4/24/19, 8:23 PM - PDGÂ©: Both English and Hindi with rankings showing  
 4/24/19, 8:24 PM - Romil Ramgaria Barc: English won't change na since no one on free  
 4/24/19, 8:55 PM - PDGÂ©: True  
 4/24/19, 10:07 PM - Romil Ramgaria Barc: Kolkata: Trai asks MSOs to address viewer complaints  
[https://timesofindia.indiatimes.com/city/kolkata/trai-inspects-cable-homes-asks-msos-to-address-viewer-complaints/articleshow/69016082.cms?utm\\_campaign=andapp&utm\\_medium=referral&utm\\_source=native\\_share\\_tray](https://timesofindia.indiatimes.com/city/kolkata/trai-inspects-cable-homes-asks-msos-to-address-viewer-complaints/articleshow/69016082.cms?utm_campaign=andapp&utm_medium=referral&utm_source=native_share_tray)  
 Download the TOI app now:  
<https://timesofindia.onelink.me/efRt/installtoi>  
 4/24/19, 10:10 PM - PDGÂ©: Mess  
 4/24/19, 10:11 PM - Romil Ramgaria Barc: Will place this formally among ISA and AAI that genre has tampering issues. Hence impacting confidence and revenue  
 4/24/19, 10:12 PM - PDGÂ©: Yes  
 4/24/19, 10:12 PM - Romil Ramgaria Barc: This can be another threat  
 4/24/19, 10:13 PM - PDGÂ©: Yes  
 4/24/19, 10:50 PM - PDGÂ©: Gauravjeet wanted core techcomm agenda  
 4/24/19, 10:51 PM - Romil Ramgaria Barc: Had forwarded it to him today only  
 4/24/19, 10:52 PM - PDGÂ©: Didn't notice the mail  
 4/24/19, 10:53 PM - PDGÂ©: Also TV Techcomm to board  
 4/24/19, 10:54 PM - Romil Ramgaria Barc: Had marked only to him in the afternoon - same mail  
 4/24/19, 10:55 PM - PDGÂ©: When do I see the techcomm ppt  
 4/24/19, 10:56 PM - Romil Ramgaria Barc: I am seeing it tomorrow. So first cut on Friday  
 4/24/19, 10:56 PM - PDGÂ©: Ok  
 4/24/19, 10:57 PM - Romil Ramgaria Barc: This is going tomorrow first thing  
 4/24/19, 10:57 PM - PDGÂ©: Already late  
 4/24/19, 10:58 PM - Romil Ramgaria Barc: Yes  
 4/25/19, 10:56 AM - Romil Ramgaria Barc: <Media omitted>  
 4/25/19, 10:56 AM - Romil Ramgaria Barc: Actually because of DD India - the ranking changes in pay free for English news also  
 4/25/19, 11:12 AM - PDGÂ©: Yes  
 4/25/19, 11:12 AM - PDGÂ©: Pls put these in slides to mail  
 4/25/19, 11:12 AM - Romil Ramgaria Barc: Yes  
 4/25/19, 11:12 AM - PDGÂ©: For news growth  
 4/25/19, 11:12 AM - Romil Ramgaria Barc: Ok  
 4/25/19, 11:12 AM - PDGÂ©: Take month of October 15 vs month of April 19  
 4/25/19, 11:12 AM - PDGÂ©: And that standard news peaks slide

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 [Signatures]



Chat With Romil Ramgaria

4/25/19, 11:59 AM - PDGÂ@: punit has an issue with the advisory - upset with Rohit  
 4/25/19, 3:18 PM - PDGÂ@: can we get DAN signed off immediately?  
 4/25/19, 3:18 PM - PDGÂ@: on second thoughts - it may not be right to forward the mail - that too to ashish  
 4/25/19, 3:18 PM - Romil Ramgaria Barc: Yes ok  
 4/25/19, 3:18 PM - PDGÂ@: i will talk to him though  
 4/25/19, 3:19 PM - PDGÂ@: hence want to make sure its signed and sealed  
 4/25/19, 3:19 PM - Romil Ramgaria Barc: Donâ€™t forward to Ashish. But to Shashi  
 4/25/19, 3:19 PM - PDGÂ@: told shashi already  
 4/25/19, 3:19 PM - PDGÂ@: can send him  
 4/25/19, 5:41 PM - PDGÂ@: [https://dynastycrooks.wordpress.com/2019/04/23/if-you-believe-google-trends-this-election-is-a-runaway-win-for-modi/amp/?\\_twitter\\_impression=true](https://dynastycrooks.wordpress.com/2019/04/23/if-you-believe-google-trends-this-election-is-a-runaway-win-for-modi/amp/?_twitter_impression=true)  
 4/25/19, 9:32 PM - PDGÂ@: <Media omitted>  
 4/25/19, 9:33 PM - PDGÂ@: You should forward to Gayatri  
 4/25/19, 9:33 PM - PDGÂ@: Saying - see how we are pushing the TV+ooh currency  
 4/26/19, 9:43 AM - PDGÂ@: <Media omitted>  
 4/26/19, 9:43 AM - Romil Ramgaria Barc: 8Y~\$  
 4/26/19, 6:19 PM - Romil Ramgaria Barc: What was the hurry to release IRS without HT when they are saying they will update after a week? More to put them on mat?  
 4/26/19, 6:22 PM - PDGÂ@: Didn't get it  
 4/26/19, 6:23 PM - PDGÂ@: Never knew it was releasing  
 4/26/19, 6:23 PM - Romil Ramgaria Barc: They have released q1 today na  
 4/26/19, 6:26 PM - PDGÂ@: yes read the headlines  
 4/26/19, 6:31 PM - PDGÂ@: <Media omitted>  
 4/26/19, 6:31 PM - PDGÂ@: Pls talk to Siju a couple of days before  
 4/26/19, 6:31 PM - PDGÂ@: He should not be telling all that he is coming  
 4/26/19, 6:35 PM - Romil Ramgaria Barc: Yes - will speak to him on Tuesday  
 4/26/19, 6:43 PM - Romil Ramgaria Barc: <Media omitted>  
 4/26/19, 6:44 PM - PDGÂ@: fuck  
 4/26/19, 9:51 PM - PDGÂ@: Ht caught Tampering sample  
 4/26/19, 9:51 PM - PDGÂ@: Hence  
 4/26/19, 9:51 PM - PDGÂ@: Story yet to be out  
 4/26/19, 9:51 PM - Romil Ramgaria Barc: Hmm - but they have said their data will be added in a week  
 4/26/19, 9:51 PM - Romil Ramgaria Barc: MRUC  
 4/26/19, 9:52 PM - PDGÂ@: Is it?  
 4/26/19, 9:52 PM - PDGÂ@: Major drama happening  
 4/26/19, 9:52 PM - PDGÂ@: Apparently  
 4/26/19, 9:52 PM - PDGÂ@: Let's see how Ashish handles  
 4/26/19, 9:52 PM - Romil Ramgaria Barc: Yes a story said data will be released in a week after adding it  
 4/26/19, 9:53 PM - PDGÂ@: Apparently they also now have a discom like BARC  
 4/26/19, 9:55 PM - Romil Ramgaria Barc: Hmum  
 4/26/19, 9:56 PM - Romil Ramgaria Barc: I think Vikram is on that as well  
 4/26/19, 9:56 PM - Romil Ramgaria Barc: I think there was a discom meeting 2 weeks back in which this would have got decided  
 4/26/19, 9:56 PM - Romil Ramgaria Barc: Got  
 4/26/19, 9:57 PM - PDGÂ@: Yes  
 4/26/19, 9:57 PM - PDGÂ@: So they learnt from us  
 4/26/19, 9:57 PM - PDGÂ@: They are saying  
 4/26/19, 9:57 PM - Romil Ramgaria Barc: 8Y~\$8Y~\$8Y~\$

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## Chat With Romil Ramgaria

4/26/19, 9:57 PM - PDGÂ@: 8Y-58Y-5  
 4/27/19, 11:01 AM - PDGÂ@: Maybe you should pick up the phone with Paritosh  
 4/27/19, 11:36 AM - Romil Ramgaria Barc: Yes will do  
 4/27/19, 4:52 PM - PDGÂ@: Ipl reach will be what percentage  
 4/27/19, 4:57 PM - Romil Ramgaria Barc: Of daily TV viewing?  
 4/27/19, 4:57 PM - PDGÂ@: Yes  
 4/27/19, 4:57 PM - PDGÂ@: Or weekly  
 4/27/19, 4:58 PM - Romil Ramgaria Barc: Let me get back  
 4/27/19, 4:59 PM - PDGÂ@: K  
 4/27/19, 6:09 PM - Romil Ramgaria Barc: Should I propose Friday to mahesh for the meeting?  
 4/27/19, 6:11 PM - PDGÂ@: I have too many things on friday  
 4/27/19, 6:11 PM - PDGÂ@: Can we do Wednesday? I know we have a holiday  
 4/27/19, 6:12 PM - PDGÂ@: We may not be able to open office  
 4/27/19, 6:12 PM - PDGÂ@: Can do St Regis  
 4/27/19, 6:29 PM - PDGÂ@: The IRS Goss could be traded with Gaurav  
 4/27/19, 6:59 PM - Romil Ramgaria Barc: <Media omitted>  
 4/27/19, 7:00 PM - Romil Ramgaria Barc: Ok will propose mahesh  
 4/27/19, 7:00 PM - Romil Ramgaria Barc: Yes can give Gaurav that goss  
 4/27/19, 7:14 PM - Romil Ramgaria Barc: <Media omitted>  
 4/27/19, 7:16 PM - PDGÂ@: 268 out of 836 is not 34  
 4/27/19, 7:19 PM - Romil Ramgaria Barc: It is 268 of 778 - people watching TV  
 4/27/19, 7:19 PM - PDGÂ@: Ok  
 4/28/19, 5:29 PM - Romil Ramgaria Barc: <Media omitted>  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: Hindi News Week 17 update -  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: Numbers at HSM market -  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: <Media omitted>  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: <Media omitted>  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: Serial Bomb Blasts on Easter Sunday morning in Sri Lanka took more than 200 lives, Third Phase of Lok Sabha election happned on Tue, PM Modi was interviewed by Actor Akshay Kumar on ANI later telecasted on all major news channels, PM Modi filed nominations from Varanasi  
 4/28/19, 5:33 PM - Romil Ramgaria Barc: These were the top stories of this week. The genre grew on Tue on the election day. Rest of the days were at a similar level as last week.  
 4/28/19, 6:01 PM - PDGÂ@: Afterthought  
 4/28/19, 6:02 PM - PDGÂ@: Honestly I am pre committed on all these slots  
 4/28/19, 6:02 PM - Romil Ramgaria Barc: Yes looks like - that why think we should decline?  
 4/28/19, 6:02 PM - PDGÂ@: You can go ahead  
 4/28/19, 6:02 PM - PDGÂ@: Yes let's decline  
 4/28/19, 6:02 PM - Romil Ramgaria Barc: This message was deleted  
 4/28/19, 6:02 PM - Romil Ramgaria Barc: This message was deleted  
 4/28/19, 6:02 PM - Romil Ramgaria Barc: I think let's decline -  
 4/28/19, 6:09 PM - PDGÂ@: Isn't India tv up figure very high?  
 4/28/19, 6:09 PM - PDGÂ@: Any surprises otherwise?  
 4/28/19, 6:10 PM - Romil Ramgaria Barc: No surprises. It is. But then if we further reduce that it will become no 3  
 4/28/19, 6:10 PM - PDGÂ@: Ok  
 4/28/19, 7:40 PM - Romil Ramgaria Barc: <Media omitted>  
 4/28/19, 7:46 PM - PDGÂ@: Reshuffle  
 4/28/19, 7:47 PM - Romil Ramgaria Barc: Yup  
 4/29/19, 10:47 AM - PDGÂ@: <Media omitted>

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*[Signature]*

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Chat With Romil Ramgaria

4/29/19, 10:48 AM - Romil Ramgaria Barc: They were trying to call today morning also 8Y-5  
 4/29/19, 10:54 AM - PDG&: 8Y-5  
 4/29/19, 10:54 AM - PDG&: Clearly afterthought then  
 4/29/19, 11:29 AM - Romil Ramgaria Barc: Mahesh has responded. Wants to do Thursday for 30 mins. We can do around 12 to avoid lunch meeting if ok with you?  
 4/29/19, 11:38 AM - PDG&: I can do 1030 - need to be free by 11  
 4/29/19, 11:39 AM - Romil Ramgaria Barc: Will write to him  
 4/29/19, 3:56 PM - PDG&: <Media omitted>  
 4/29/19, 3:56 PM - PDG&: Not replying now  
 4/29/19, 4:16 PM - Romil Ramgaria Barc: Yes ok  
 4/29/19, 7:40 PM - PDG&: This 12 noon meeting tomorrow - what's the agenda  
 4/29/19, 8:02 PM - Romil Ramgaria Barc: Build up of 381cr internal target that we have - getting the key team members only there - aaditya Venkat Amit Asti rushab Elbert Vivek jha Vivek Mishra - to see where are we and what's the gap and things to plug the gap  
 4/29/19, 8:05 PM - PDG&: You want me there? I honestly want a full understanding of revenues - currency and specially non currency -  
 4/29/19, 8:05 PM - Romil Ramgaria Barc: You can skip -  
 4/29/19, 8:05 PM - PDG&: I feel on the latter we are wildly off  
 4/29/19, 8:05 PM - PDG&: I wonder then why vira sent me the request  
 4/29/19, 8:05 PM - Romil Ramgaria Barc: Yes - will take this and will debrief you  
 4/29/19, 8:05 PM - PDG&: Ok  
 4/29/19, 8:06 PM - Romil Ramgaria Barc: I had asked her to since you wanted it - you had put an email on this earlier - but you can skip  
 4/29/19, 8:06 PM - PDG&: Yes but only when we have a clear idea  
 4/29/19, 8:06 PM - PDG&: If you think we have I will attend  
 4/29/19, 8:06 PM - Romil Ramgaria Barc: Yes - so will schedule another one within a week on this  
 4/29/19, 8:06 PM - PDG&: Ok  
 4/29/19, 9:49 PM - PDG&: <Media omitted>  
 4/30/19, 10:05 AM - PDG&: Seema should be out of comms group now - right?  
 4/30/19, 10:14 AM - Romil Ramgaria Barc: Yes doing it now  
 4/30/19, 2:33 PM - PDG&: no clients following up on advisory and fair usage??  
 4/30/19, 2:46 PM - Romil Ramgaria Barc: Every week some clients keep doing  
 4/30/19, 2:46 PM - Romil Ramgaria Barc: Largely verbal  
 4/30/19, 2:47 PM - Romil Ramgaria Barc: Should we start getting mails that we should say things are normal?  
 4/30/19, 2:47 PM - Romil Ramgaria Barc: I think PG is delaying this decision to June  
 4/30/19, 2:51 PM - PDG&: Yes  
 4/30/19, 2:51 PM - PDG&: Let's bother techcomm and board  
 4/30/19, 2:52 PM - PDG&: And make them understand they also should be responsible  
 5/1/19, 9:52 AM - PDG&: Pls get this  
 5/1/19, 9:52 AM - PDG&: Reverted on elberts mail  
 5/1/19, 10:48 AM - PDG&: Both tv360 and premium panel projects are moving very slowly  
 5/1/19, 10:49 AM - PDG&: Need to kick some ass now  
 5/1/19, 10:50 AM - Romil Ramgaria Barc: Yes. Had a long chat on PP yesterday -  
 5/1/19, 10:50 AM - PDG&: On tv360 they have just finished the plan after all these weeks and months - are we living in 18th century?

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## Chat With Romil Ramgaria

5/1/19, 11:37 AM - Romil Ramgaria Barc: I have a feeling TV 360 is not going anywhere. Will take stock on that. Want to get PP out of the way completely. That's also not in great shape. Will get into both

5/1/19, 11:37 AM - PDG&O: Exactly

5/1/19, 11:37 AM - PDG&O: We need to get into both now

5/1/19, 2:00 PM - PDG&O: Abp one hasn't come right?

5/1/19, 2:00 PM - PDG&O: Check vikas if he knows anything

5/1/19, 2:01 PM - PDG&O: We should do a polite reply to this

5/1/19, 3:22 PM - Romil Ramgaria Barc: No, ABP hasn't come yet

5/1/19, 4:51 PM - PDG&O: I think we can put the weekwise post NTO fct slides to techcomm

5/1/19, 4:51 PM - PDG&O: Week 6 and 7 drop then going up

5/1/19, 4:58 PM - Romil Ramgaria Barc: Ok

5/1/19, 4:58 PM - PDG&O: Also ask dinesh the genrewise swings

5/1/19, 4:59 PM - PDG&O: My guess is GEC money could have gone regional

5/1/19, 5:23 PM - PDG&O: Pls remind for techcomm - I want to suggest a global tender

5/1/19, 5:23 PM - PDG&O: For MA software

5/1/19, 5:26 PM - Romil Ramgaria Barc: Ok

5/1/19, 6:52 PM - PDG&O: "no comments" from us

5/1/19, 7:12 PM - Romil Ramgaria Barc: Yes

5/2/19, 8:27 AM - PDG&O: Hope you have been able to speak to Siju

5/2/19, 9:21 AM - Romil Ramgaria Barc: Yes. Tried calling ravish also to take his in principle alignment. He didn't respond. But will chat with him before the meeting. Will ask if he can join on the call atleast

5/2/19, 9:39 AM - PDG&O: Should I tell Madhavan not to come separately? He can feel disappointed to see Mishra not there

5/2/19, 9:39 AM - Romil Ramgaria Barc: You can tell him mishra not there and no viacom18 also. But dates were a big issue and this itself has been a task to get them

5/2/19, 9:40 AM - PDG&O: Ok

5/2/19, 10:00 AM - Romil Ramgaria Barc: Spoke to ravish also

5/2/19, 10:01 AM - Romil Ramgaria Barc: He is aligned on all three aspects - doubling sample, producer ban, and standardisation of incentives

5/2/19, 10:13 AM - Romil Ramgaria Barc: Mahesh has reached. Am reaching in 5 mins

5/2/19, 10:13 AM - PDG&O: Will take 15

5/2/19, 10:13 AM - Romil Ramgaria Barc: Ok

5/2/19, 11:39 AM - PDG&O: Sir, can you ask your good friend Partho to reduce the cost of phase 2 of BARC project. It is too high right now. The scale should bring in more efficiency

5/2/19, 11:39 AM - PDG&O: From sujata Amazon

5/2/19, 11:39 AM - PDG&O: From Shashi

5/2/19, 11:40 AM - Romil Ramgaria Barc: We have actually reduced the cost because of scale despite going rural - will give you some numbers

5/2/19, 11:40 AM - PDG&O: Ok

5/2/19, 11:40 AM - Romil Ramgaria Barc: Plus given the 20L of free BMW because of this -

5/2/19, 11:40 AM - PDG&O: Give me whole dope

5/2/19, 11:41 AM - Romil Ramgaria Barc: Yes

5/2/19, 12:30 PM - Romil Ramgaria Barc: Hi Romil, have just given bio news portal presentation to Ashok Venkataramani (Partho had asked to connect with him)

His team - Mktg head, Neha pant from editorial and research were also present.



Chat With Romil Ramgaria

He liked the portal and sees value - wants more inputs from bio news on regular level from the team.

Raised issues on communication guidelines and that BARC must take strict action who do not follow. He may bring this up in next week's NBA meeting.

5/2/19, 1:11 PM - Romil Ramgaria Barc: Sir - Romil has reduced the costs already quite significantly. Couple of Points: 1) Phase 2 activity has 4x respondents but is being done in half the time for last one. 2) Phase 2 covers two largest geos "UP and Mah, which significantly increases our field travel costs. We will deploy extra resources to cover Mah and BLR before rains slow down our field work. Our per person survey cost is down by 21%. 3) Delhi and Mumbai data delivery continues for the year, which should have ideally ended by September. 4) There is also an additional BMW license worth 15 Lacs being given to Amazon Prime which is for free in this package.

5/2/19, 1:38 PM - PDG@: Sent

5/2/19, 1:39 PM - PDG@: Are we discussing policing of fair usage guidelines tom?

5/2/19, 1:39 PM - PDG@: In techcomm?

5/2/19, 1:54 PM - Romil Ramgaria Barc: Shashi wanted this to be included -

5/2/19, 1:54 PM - Romil Ramgaria Barc: No pointers - just for discussion

5/2/19, 1:55 PM - PDG@: yes ok

5/2/19, 1:55 PM - PDG@: also put a point for discussion on MA dsoftware global tender

5/2/19, 1:58 PM - Romil Ramgaria Barc: There are other discussion points also - should we put that in one slide - bi MRUC and NBA?

5/2/19, 1:59 PM - PDG@: yes

5/2/19, 4:14 PM - Romil Ramgaria Barc: <Media omitted>

5/3/19, 9:21 AM - Romil Ramgaria Barc: <Media omitted>

5/3/19, 9:21 AM - PDG@: Yes my sis was coming Saturday morning

5/3/19, 9:21 AM - PDG@: Now changing tickets

5/3/19, 9:22 AM - Romil Ramgaria Barc: We all were leaving today for Dhaka via Kolkata

5/3/19, 9:22 AM - Romil Ramgaria Barc: All had to be cancelled

5/3/19, 9:22 AM - Romil Ramgaria Barc: Now only option is via Bangkok

5/3/19, 9:22 AM - PDG@: Cops

5/3/19, 9:22 AM - Romil Ramgaria Barc: Crazy

5/3/19, 9:22 AM - PDG@: Yeah but flight path is thru this zone

5/3/19, 9:22 AM - PDG@: Either ways

5/3/19, 9:22 AM - Romil Ramgaria Barc: Yes

5/3/19, 9:23 AM - Romil Ramgaria Barc: But it takes 12 hours 8Y~2

5/3/19, 9:23 AM - PDG@: Unless if you over fly at 30k feet

5/3/19, 10:18 AM - PDG@: did we not circulate key highlights of week 17??

5/3/19, 10:19 AM - PDG@: i cant seem to find in mailbox

5/3/19, 12:16 PM - PDG@: so you and i should reach by 215

5/3/19, 12:16 PM - PDG@: rest can come by 3

5/3/19, 12:17 PM - Romil Ramgaria Barc: ok -

5/3/19, 1:36 PM - PDG@: Rajatji - i am told there are multiple complaints on India tv and specially on your UP numbers from multiple news channels - maybe trade media knows of only one

5/3/19, 1:38 PM - PDG@: Rajatji - i am told there are multiple complaints on India tv and specially on your UP numbers from multiple news channels - maybe trade media knows of only one - and Republic and you are old friends 8Y~8Y~8

5/3/19, 7:09 PM - Romil Ramgaria Barc: <Media omitted>

5/3/19, 7:09 PM - Romil Ramgaria Barc: as NTO got rolled out, number of people viewing lesser number of channels has risen

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## Chat With Romil Ramgaria

5/3/19, 7:09 PM - Romil Ramgaria Barc: pre-NTD, people who watched less than 50 channels was 91%. That number now is 97% (Wks10-18)

5/3/19, 7:09 PM - Romil Ramgaria Barc: no change in % of people viewing 26-30 channels - fully stable at 13%

5/3/19, 7:37 PM - PDG@: Is TRAI again asking for this data?

5/3/19, 7:38 PM - Romil Ramgaria Barc: Yes -

5/3/19, 7:38 PM - Romil Ramgaria Barc: They are sending an email

5/3/19, 7:39 PM - PDG@: Ok we should clear it with punit - past data given and now

5/3/19, 7:39 PM - Romil Ramgaria Barc: Yes ok

5/3/19, 8:28 PM - Romil Ramgaria Barc: U reached home?

5/3/19, 8:32 PM - PDG@: Nope

5/3/19, 8:32 PM - PDG@: What happened

5/3/19, 8:34 PM - Romil Ramgaria Barc: No - me too still stuck

5/3/19, 8:35 PM - Romil Ramgaria Barc: So was checking if you took some other route and reached early 8Y'.

5/3/19, 8:35 PM - Romil Ramgaria Barc: 8Y'.

5/3/19, 8:35 PM - PDG@: 8Y'.

5/3/19, 8:35 PM - PDG@: AM in lower Parel

5/3/19, 8:35 PM - Romil Ramgaria Barc: Ch ok - me just reached PVR soon

5/3/19, 9:25 PM - Romil Ramgaria Barc: Bangladesh also on alert due to cyclone. Am cancelling travel for all. Will ask them for another convenient date

5/3/19, 9:34 PM - PDG@: Ok

5/4/19, 12:29 PM - PDG@: Pls call

5/4/19, 12:49 PM - PDG@: Do you have the audit mail scope we had sent

5/4/19, 12:50 PM - Romil Ramgaria Barc: Sending you

5/4/19, 6:17 PM - PDG@: When are we sending Punit the NTD charts from Techcomm

5/4/19, 6:17 PM - PDG@: We need shashi to see the mail

5/4/19, 6:24 PM - Romil Ramgaria Barc: Yes will send in a while

5/4/19, 6:24 PM - Romil Ramgaria Barc: We are travelling tonight. Meeting pushed to Monday

5/4/19, 6:57 PM - PDG@: Ok

5/4/19, 6:57 PM - PDG@: All action points from teA\$hcomm needs to happen

5/4/19, 6:57 PM - PDG@: Even minutes

5/4/19, 6:58 PM - PDG@: Ideally we should push out minutes in a day

5/4/19, 7:24 PM - Romil Ramgaria Barc: Yes - will get pushed both tomorrow

5/4/19, 7:34 PM - PDG@: Saw the mail - on Republic Bharat only one complaint? Seems wrong

5/4/19, 7:35 PM - PDG@: Also we need no of complaints on a channel - not queries on their own performance

5/4/19, 7:35 PM - PDG@: So the grid is not necessary

5/4/19, 7:35 PM - PDG@: More important is on a channel how many complaints from others

5/4/19, 7:45 PM - Romil Ramgaria Barc: So that will only be 9 against India tv - but will get this double checked once more

5/4/19, 7:48 PM - PDG@: Yes pls double check

5/4/19, 7:49 PM - PDG@: I feel numbers against India TV and Republic should be more

5/4/19, 7:49 PM - Romil Ramgaria Barc: Yes looks very low

5/5/19, 7:30 PM - PDG@: <https://youtu.be/s-AobWFMQaU>

5/5/19, 7:30 PM - PDG@: See this when you have time

5/5/19, 10:47 PM - Romil Ramgaria Barc: Interesting!

5/5/19, 10:47 PM - PDG@: Shashi sir has lashed out on twitter

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## Chat With Romil Ramgaria

5/5/19, 10:48 PM - Romil Ramgaria Barc: Yes saw one of his tweet - but neutrally speaking it was a good and right discussion na?

5/5/19, 10:52 PM - Romil Ramgaria Barc: Just read Shashi sir's tweet - actually then paritosh's logic was useless - if kish has been used then he can't say this -

5/5/19, 10:53 PM - PDG@: I think from a pure journalistic pov - they should have called one MRUC rep to defend

5/5/19, 10:54 PM - PDG@: I also saw the ppt - it said Kish grid not used

5/5/19, 10:54 PM - Romil Ramgaria Barc: Yes that's true - biased and using platform to defend their earlier stance

5/5/19, 10:54 PM - PDG@: Yes

5/5/19, 10:55 PM - Romil Ramgaria Barc: But the headline was for upscale interviews - which Shashi sir clarified it wasn't used in 2 cities only and that too only for upscale homes

5/5/19, 10:55 PM - PDG@: Yes

5/6/19, 10:02 AM - PDG@: When do we see the corrected version

5/6/19, 10:03 AM - Romil Ramgaria Barc: They double checked - numbers were fine - these are official complaints by broadcasters against India tv -

5/6/19, 10:03 AM - Romil Ramgaria Barc: Most are against English news

5/6/19, 10:04 AM - PDG@: So let's see the revised grid

5/6/19, 10:04 AM - PDG@: One without who is complaining

5/6/19, 10:06 AM - Romil Ramgaria Barc: Ok

5/6/19, 10:06 AM - PDG@: Let's give a slide - saying there were numerous verbal complaints on many channels which are not recorded here

5/6/19, 10:07 AM - Romil Ramgaria Barc: So you want in one slide both which can be sent on WhatsApp

5/6/19, 10:07 AM - PDG@: Yes

5/6/19, 10:07 AM - PDG@: And mail

5/6/19, 11:14 AM - PDG@: <https://bestmediainfo.com/2019/05/india-tv-hits-back-at-republic-bharat-says-it-is-making-a-mockery-of-trai-s-order-on-landing-page/>

5/6/19, 11:14 AM - Romil Ramgaria Barc: Yes read

5/6/19, 11:15 AM - PDG@: <Media omitted>

5/6/19, 11:15 AM - PDG@: What I wrote to shashi sir sometime back

5/6/19, 11:17 AM - Romil Ramgaria Barc: Ok

5/6/19, 11:55 AM - PDG@: I will forward to Punit in the evening - out now

5/6/19, 1:24 PM - Romil Ramgaria Barc: Ok

5/6/19, 2:06 PM - Romil Ramgaria Barc: <Media omitted>

5/6/19, 2:06 PM - Romil Ramgaria Barc: <Media omitted>

5/6/19, 3:00 PM - Romil Ramgaria Barc: Vikram meeting for BI MRUC meeting with the teams is getting fixed on 10th - we should avoid right now or still go with the motion?

5/6/19, 3:05 PM - PDG@: Go with motion

5/6/19, 3:05 PM - PDG@: The general mood is we should do together

5/6/19, 3:06 PM - Romil Ramgaria Barc: Yes agree - and I personally think better from a long term perspective - though control is important for us.

5/6/19, 3:06 PM - PDG@: Think if we can ask MRUC to propose how we fuse the data

5/6/19, 3:06 PM - Romil Ramgaria Barc: PT and Derrick both there in the meeting

5/6/19, 3:06 PM - PDG@: You sent the spv mail to Gauravjeet?

5/6/19, 3:06 PM - Romil Ramgaria Barc: No - will search and send that today

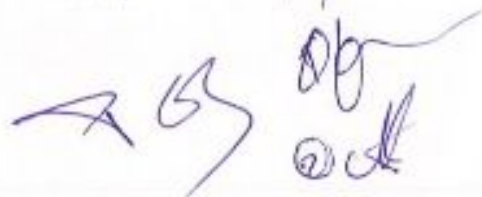
5/6/19, 3:06 PM - PDG@: Yes but we should strategise how to play the meeting

5/6/19, 3:07 PM - Romil Ramgaria Barc: Yes will chat with you tomorrow while on the way to four seasons

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## Chat With Romil Ramgaria

5/6/19, 3:07 PM - Romil Ramgaria Barc: Am meeting Gaurav lagghate for lunch tomorrow at IT

5/6/19, 3:07 PM - Romil Ramgaria Barc: ITC

5/6/19, 3:08 PM - PDG&O: Ok

5/6/19, 3:21 PM - Romil Ramgaria Barc: Putting dates of AP and Karnataka for SOW from 01st June and for TN from 01st Oct -

5/6/19, 3:21 PM - Romil Ramgaria Barc: For our additional billing standpoint

5/6/19, 3:31 PM - PDG&O: Ok

5/6/19, 3:31 PM - PDG&O: But will they agree till we start reporting with extra sample?

5/6/19, 3:31 PM - PDG&O: For commitment we rather ask for advance na?

5/6/19, 3:32 PM - Romil Ramgaria Barc: Because work begins before na - yes we will ask for 50% advance and balance payment quarterly in advance

5/6/19, 3:33 PM - PDG&O: I think start date they will insist on matching with reporting

5/6/19, 3:33 PM - PDG&O: So let's ask for 50% advance on confirmation

5/6/19, 3:35 PM - Romil Ramgaria Barc: Let's see

5/6/19, 3:35 PM - Romil Ramgaria Barc: We will raise this for the time being -

5/6/19, 3:35 PM - PDG&O: Ok

5/6/19, 5:18 PM - PDG&O: Mail also pls

5/6/19, 7:10 PM - PDG&O: tech comm minutes?

5/6/19, 7:25 PM - Romil Ramgaria Barc: <Media omitted>

5/6/19, 7:39 PM - PDG&O: republic?

5/6/19, 7:44 PM - Romil Ramgaria Barc: Yes in response to BMO

5/6/19, 7:44 PM - Romil Ramgaria Barc: BMI India tv article

5/6/19, 7:45 PM - PDG&O: Hmmm

5/6/19, 7:45 PM - Romil Ramgaria Barc: They also want us to give a quote saying we have received similar queries in the past from other channels etc.

5/6/19, 7:46 PM - PDG&O: Bmi should ask us then

5/6/19, 7:46 PM - PDG&O: Or we should avoid

5/6/19, 7:46 PM - Romil Ramgaria Barc: BMI will

5/6/19, 7:46 PM - Romil Ramgaria Barc: They are washing dirty linen in public

5/6/19, 7:46 PM - PDG&O: Yes

5/6/19, 7:46 PM - PDG&O: Maybe we should avoid?

5/6/19, 7:48 PM - Romil Ramgaria Barc: We can probably give a neutral quote - we receive similar complaints across news channel and suitably respond basis xyz?

5/6/19, 7:49 PM - PDG&O: ok

5/6/19, 7:59 PM - Romil Ramgaria Barc: Spoke to Vikas - he was pushing for the quote - have told him our quote may dilute his stand further and hence better to avoid

5/6/19, 7:59 PM - Romil Ramgaria Barc: He is ok

5/6/19, 9:33 PM - Romil Ramgaria Barc: The Bangladesh meeting went very well - I think they appreciated our transparency and similar conditions that they also face

5/6/19, 9:33 PM - Romil Ramgaria Barc: Will debrief you tomorrow -

5/6/19, 9:50 PM - PDG&O: ok

5/7/19, 7:54 AM - PDG&O: Yesterday I met Vivek mishra - for tv360

5/7/19, 7:55 AM - PDG&O: Looks like he has nicely looked at an exhaustive list of possible tech and vendors and was proposing 10 POCs

5/7/19, 7:55 AM - PDG&O: This will then be a 3 year project

5/7/19, 7:55 AM - PDG&O: I have told him to narrow down and look for quick wins while working simultaneously on others

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Chat With Romil Ramgaria

5/7/19, 7:56 AM - PDG&A: In my view we should talk to zapr and silver push right away and you should lead that

5/7/19, 7:56 AM - Romil Ramgaria Barc: I called up Sandipan 3 weeks back - he was to call back to meet - haven't heard from him -

5/7/19, 7:56 AM - PDG&A: Apsfl we should push and also router meters - thru belkin and maybe iit trainees

5/7/19, 7:57 AM - Romil Ramgaria Barc: Apparently silverpush has an exclusively tie up with google now - but can figure that

5/7/19, 7:57 AM - PDG&A: Let's push these and also orient team how to handle projects - focus and get quick wins

5/7/19, 7:57 AM - Romil Ramgaria Barc: APFSL moving slow due to elections - if KCR comes in AP it will further slow down

5/7/19, 7:58 AM - Romil Ramgaria Barc: Router meters - we have approached GFK kantar and MM also - MM has proposed a 50/50 investment and joint ownership of the product -

5/7/19, 7:58 AM - PDG&A: On premium panel too I would have expected much more progress - calls like household numbers and not individual numbers should have been taken earlier

5/7/19, 7:58 AM - Romil Ramgaria Barc: However the product may not fulfill our full use case apparently - of knowing program level etc

5/7/19, 7:58 AM - PDG&A: We should have Vivek Mishra's deputy

5/7/19, 7:59 AM - PDG&A: Yes Heard that and hence Belkin and own software development

5/7/19, 7:59 AM - Romil Ramgaria Barc: He is working on many projects - a Girl is joining us soon - but I think we need to add 1-2 more people just to look at the POC's also

5/7/19, 7:59 AM - PDG&A: Maybe

5/7/19, 7:59 AM - PDG&A: Yes and he needs to be directed well

5/7/19, 8:00 AM - PDG&A: He is all over the place and thanks to Jamie a bit negative

5/7/19, 8:00 AM - Romil Ramgaria Barc: Yes I know -

5/7/19, 8:00 AM - PDG&A: He is a good guy with good thinking

5/7/19, 8:00 AM - Romil Ramgaria Barc: Will have to meet him more regularly to reorient

5/7/19, 8:00 AM - PDG&A: We have to just make him positive and focussed

5/7/19, 8:00 AM - PDG&A: Yes

5/7/19, 8:00 AM - Romil Ramgaria Barc: Yes

5/7/19, 8:01 AM - Romil Ramgaria Barc: You have advised him changed to today's presentation?

5/7/19, 8:01 AM - PDG&A: Yes

5/7/19, 8:01 AM - Romil Ramgaria Barc: We will only present digital since anyways we are meeting them individually on other stuff

5/7/19, 8:02 AM - PDG&A: To start with larger thought of measuring content brands to international scenarios to our solution

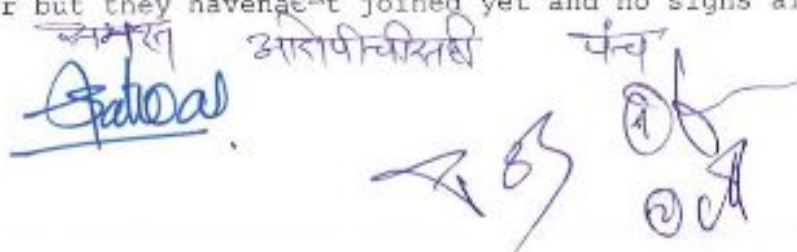
5/7/19, 8:02 AM - PDG&A: Yes

5/7/19, 8:02 AM - Romil Ramgaria Barc: They will ask do we have ISA concurrence on this to deflect

5/7/19, 8:02 AM - Romil Ramgaria Barc: And what's the point of doing it without google and FB

5/7/19, 8:03 AM - PDG&A: Our answer could be once we start measuring like this - it will be too attractive for them to ignore this metric of "safe" really "viewable" metric

5/7/19, 8:04 AM - Romil Ramgaria Barc: They might say but in UK it's been more than a year but they haven't joined yet and no signs also -

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## Chat With Romil Ramgaria

5/7/19, 8:04 AM - PDG@: That's why show UK, Australia etc  
 5/7/19, 8:04 AM - PDG@: Uk is very passive but people are using it  
 5/7/19, 8:04 AM - PDG@: I meant slow  
 5/7/19, 8:04 AM - Romil Ramgaria Barc: Yes  
 5/7/19, 8:05 AM - Romil Ramgaria Barc: But these things take time to evolve and to get used to it -  
 5/7/19, 8:05 AM - Romil Ramgaria Barc: It all depends if star wants to do it  
 5/7/19, 8:05 AM - Romil Ramgaria Barc: Else it will not happen  
 5/7/19, 8:06 AM - Romil Ramgaria Barc: Also specially with reliance - they may not want to share etc - sudhanshu May still be open  
 5/7/19, 8:06 AM - Romil Ramgaria Barc: NP doesn't have a view  
 5/7/19, 8:06 AM - Romil Ramgaria Barc: And Punit May face resistance from Tarun  
 5/7/19, 8:12 AM - PDG@: Yes so let us give a best shot  
 5/7/19, 8:12 AM - PDG@: Punit has clearly said he wants it - he can bulldoze internally  
 5/7/19, 8:13 AM - PDG@: Yes - in last convo Sanjay said it's a good idea  
 5/7/19, 8:14 AM - Romil Ramgaria Barc: Yes absolutely  
 5/7/19, 9:01 AM - Romil Ramgaria Barc: Use of rat  
 Use of rat not adhering to fair usage guidelines  
 Use of rat not verifying data with barc (this has changed)  
 Use of rat articles with slant towards one broadcaster  
 Use of rat not sourcing data from barc directly  
 Use of rat comparing barc data with tam data  
 5/7/19, 9:01 AM - Romil Ramgaria Barc: These were the issues with Gaurav langhate initially -  
 5/7/19, 9:01 AM - Romil Ramgaria Barc: May not bring it up fully -  
 5/7/19, 9:01 AM - Romil Ramgaria Barc: Will eavesdrop HT issue  
 5/7/19, 9:02 AM - Romil Ramgaria Barc: Also will brief him on the JIC so that we can give him exclusive if he guarantees print  
 5/7/19, 9:25 AM - PDG@: Ck  
 5/7/19, 9:25 AM - PDG@: He may say he can't guarantee - as in past - I filed story, editor didn't carry - kind of stories  
 5/7/19, 9:30 AM - Romil Ramgaria Barc: Yes - let's see how the conversations go and then will decide to brief him or joe  
 5/7/19, 9:30 AM - Romil Ramgaria Barc: Not  
 5/7/19, 1:34 PM - PDG@: Told BMI not to write anymore  
 5/7/19, 1:35 PM - PDG@: On this - you have any suggestions on how Shashi should handle this ??  
 5/7/19, 1:41 PM - Romil Ramgaria Barc: He is going to play soft and be neutral - the indirect messaging from him these guys may not fully understand. If they leak this, we should take a stand of not doing the audit  
 5/7/19, 1:42 PM - PDG@: yes thats my fear  
 5/7/19, 1:42 PM - PDG@: can we suggest any other tack to him?  
 5/7/19, 1:42 PM - PDG@: he is open for suggestions and also thinks this threat of leaking is real  
 5/7/19, 1:42 PM - PDG@: i gave him the NTO example  
 5/7/19, 1:43 PM - Romil Ramgaria Barc: Threat has come from whom?  
 5/7/19, 1:43 PM - Romil Ramgaria Barc: NBA only  
 5/7/19, 1:43 PM - PDG@: someone - just to buy equity with journalist can leak  
 5/7/19, 1:43 PM - Romil Ramgaria Barc: Hmm - can only be india tv  
 5/7/19, 1:43 PM - PDG@: no no - my apprehension  
 5/7/19, 1:44 PM - PDG@: can be anyone there  
 5/7/19, 3:07 PM - Romil Ramgaria Barc: Stephy has joined network 18 in sales support.

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 [Handwritten signatures and initials]



## Chat With Romil Ramgaria

5/7/19, 3:07 PM - Romil Ramgaria Barc: Bhavdev in star sports mumbai  
 5/7/19, 3:16 PM - PDG&@: From PTs team  
 5/7/19, 3:29 PM - PDG&@: have we replied to republic?  
 5/7/19, 3:30 PM - PDG&@: need to send to punit and shashi  
 5/7/19, 3:30 PM - PDG&@: rajat has sent another mail to Punit and shashi  
 5/7/19, 5:24 PM - PDG&@: Pls order a green tea for me  
 5/7/19, 5:28 PM - Romil Ramgaria Barc: Ok  
 5/7/19, 7:30 PM - PDG&@: Pls confirm if India tv interview of PM was the biggest among all  
 5/7/19, 7:31 PM - Romil Ramgaria Barc: Yes - sending you data also  
 5/7/19, 7:31 PM - PDG&@: Ok  
 5/7/19, 7:34 PM - Romil Ramgaria Barc: But this India tv modi interview is getting released next week. Will have tentative numbers in the table  
 5/7/19, 7:34 PM - PDG&@: Ok  
 5/7/19, 7:35 PM - PDG&@: When was it?  
 5/7/19, 7:35 PM - PDG&@: Saturday?  
 5/7/19, 7:35 PM - Romil Ramgaria Barc: Yes  
 5/7/19, 7:52 PM - PDG&@: We should see the flow of these top broadcasters meeting  
 5/7/19, 7:57 PM - Romil Ramgaria Barc: Yes - tomorrow shall share with you  
 5/7/19, 7:57 PM - PDG&@: Ok  
 5/7/19, 8:00 PM - Romil Ramgaria Barc: <Media omitted>  
 5/7/19, 8:01 PM - Romil Ramgaria Barc: The last data point is subject to change of India tv  
 5/7/19, 8:01 PM - Romil Ramgaria Barc: Hence better not to forward right now  
 5/7/19, 8:04 PM - PDG&@: Ok  
 5/7/19, 8:04 PM - PDG&@: Was thinking of sending to shashi sir  
 5/7/19, 8:05 PM - PDG&@: Just to get an idea of scale  
 5/7/19, 8:05 PM - PDG&@: These guys will be thinking we will cut them short  
 5/7/19, 8:05 PM - Romil Ramgaria Barc: Yes  
 5/8/19, 10:19 AM - Romil Ramgaria Barc: I have got a call from Swapnil from Tiranga saying that he is meeting Suhel Seth today and he may call up Partho for Tiranga. (Just a heads up to you).  
 Also, have spoken to Rajini- he is drafting the response post the discussion with you and sending those changes in next few minutes. Those should be agreeable to them.  
 5/8/19, 10:19 AM - PDG&@: Ask Asti to send me immediately a latest update  
 5/8/19, 10:20 AM - PDG&@: On what we have proposed last  
 5/8/19, 10:20 AM - PDG&@: And what are they disputing  
 5/8/19, 10:20 AM - PDG&@: Need it in five  
 5/8/19, 10:21 AM - Romil Ramgaria Barc: Yes ok  
 5/8/19, 11:45 AM - PDG&@: Pls send me that spv maip  
 5/8/19, 11:45 AM - PDG&@: Mail  
 5/8/19, 12:05 PM - PDG&@: shashi sir is just out - spoke briefly - called it gang bang - by everyone - from Kallie, iVenkat, Ashok etc  
 5/8/19, 12:06 PM - PDG&@: one point Kallie raised - if the system is automated how first week march the data spiked up for Bharat and didnt get cut  
 5/8/19, 12:06 PM - PDG&@: i have asked him for all questions  
 5/8/19, 12:06 PM - PDG&@: he will call on reaching airport  
 5/8/19, 12:27 PM - Romil Ramgaria Barc: Ok  
 5/8/19, 12:28 PM - Romil Ramgaria Barc: Have emailed you  
 5/8/19, 12:33 PM - PDG&@: Ok  
 5/8/19, 12:33 PM - PDG&@: Think shashi couldn't answer the outlier logic  
 5/8/19, 12:38 PM - Romil Ramgaria Barc: Hmmm - looks like

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Chat With Romil Ramgaria

5/8/19, 12:38 PM - Romil Ramgaria Barc: Because the algo will take time to learn  
5/8/19, 12:42 PM - PDG&A: Not just that  
5/8/19, 12:43 PM - PDG&A: Algo flags - of there is a genuine content or disti  
reason we let it go - otherwise how will india TV NM interview get a big rating  
5/8/19, 12:43 PM - Romil Ramgaria Barc: Yes - horizontal vertical etc  
5/8/19, 12:43 PM - Romil Ramgaria Barc: He can't quote India tv right now -  
other events like conclave etc  
5/8/19, 12:44 PM - PDG&A: Yes any NM interview  
5/8/19, 1:02 PM - PDG&A: Can you launch a quick Did you know series  
5/8/19, 1:02 PM - PDG&A: And start with outliers  
5/8/19, 1:02 PM - PDG&A: Use social media  
5/8/19, 2:08 PM - PDG&A: Thinking positively does it make sense we create a  
three member team to look at our outlier protocol and design rather than get  
into an audit and history but future looking  
5/8/19, 2:08 PM - PDG&A: from shashi  
5/8/19, 2:08 PM - PDG&A: what do you think?  
5/8/19, 2:09 PM - PDG&A: i thought they should build one fresh and see what  
results it gives  
5/8/19, 2:39 PM - Romil Ramgaria Barc: Opening up may be a challenge given PACs  
etc  
5/8/19, 2:39 PM - Romil Ramgaria Barc: Will chat. In a meeting  
5/8/19, 2:39 PM - PDG&A: Yes  
5/8/19, 4:11 PM - PDG&A: i have been telling you since a year on Asti and how  
she is not proactive - look now how the genre is biting us now  
5/8/19, 4:12 PM - Romil Ramgaria Barc: in the news research side - we scraped  
through everyone when we were trying to hire when asti was on maternity -  
very low quality people  
5/8/19, 4:12 PM - Romil Ramgaria Barc: whoever comes in have to be from news  
channel with news content understanding  
5/8/19, 4:13 PM - Romil Ramgaria Barc: the sales guy there dont have numbers  
knowledge  
5/8/19, 4:13 PM - Romil Ramgaria Barc: research guys are not senior or  
communication is weak  
5/8/19, 4:14 PM - Romil Ramgaria Barc: will probably will have to get from  
outside who is a news consumer -  
5/8/19, 4:14 PM - PDG&A: pls find a solution  
5/9/19, 4:34 PM - Romil Ramgaria Barc: For NP - you meant reinforcing the NTO  
point again?  
5/9/19, 4:35 PM - PDG&A: no - we should not repeat it - we should highlight the  
ATS drop in Freeduish, the netwrk drops, the FCT movement and the loyalty charts  
5/9/19, 4:35 PM - PDG&A: explained sakshi and aaditya  
5/9/19, 4:36 PM - Romil Ramgaria Barc: Ok  
5/9/19, 4:36 PM - Romil Ramgaria Barc: We can show the TRAI chart also - how no  
of channels overall has gone down - before sending to them  
5/9/19, 4:37 PM - PDG&A: Ok  
5/9/19, 4:37 PM - PDG&A: Let's see the ppt tom at 11  
5/9/19, 4:37 PM - PDG&A: I cancelled something  
5/9/19, 4:38 PM - Romil Ramgaria Barc: Yes ok  
5/9/19, 4:57 PM - PDG&A: We shouldn't present things not cleared by techcomm e.g  
10L Plus cuts etc  
5/9/19, 4:57 PM - PDG&A: We should present pay free  
5/9/19, 4:57 PM - Romil Ramgaria Barc: Yes / that what have told the team.  
5/9/19, 4:57 PM - Romil Ramgaria Barc: Not to mention 10-75 etc

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Chat With Romil Ramgaria

5/9/19, 7:55 PM - PDGÂ©: You can ask team to add some insights on regional markets they operate in  
 5/9/19, 7:55 PM - PDGÂ©: The ppt looks too bland apart from one or two slides  
 5/9/19, 7:56 PM - PDGÂ©: There is hardly any wow in it  
 5/9/19, 7:56 PM - PDGÂ©: And mostly repetition  
 5/12/19, 9:40 PM - PDGÂ©: <https://www.firstpost.com/tech/news-analysis/google-faces-anti-trust-probe-in-india-for-allegedly-abusing-androids-domination-6613931.html>  
 5/12/19, 9:48 PM - Romil Ramgaria Barc: Yes - but these laws are weak here. Also may be reliance instigated - the only other now is Kia OS which has some 75-100mn phones vs 900mn of Android. It was also there in print yesterday I think  
 5/12/19, 9:50 PM - PDGÂ©: Yes will take ages  
 5/12/19, 9:51 PM - Romil Ramgaria Barc: But they have defined one year period for this  
 5/13/19, 11:07 AM - PDGÂ©: You should plan a trip to Delhi and make Priya meet all these friendly or non friendly journos  
 5/13/19, 11:07 AM - PDGÂ©: You can run past the list thru me  
 5/13/19, 11:07 AM - Romil Ramgaria Barc: already planned in May end - will get past the list and schedule the meetings also  
 5/13/19, 11:07 AM - PDGÂ©: Ok  
 5/13/19, 10:09 PM - PDGÂ©: Need this urgently  
 5/13/19, 10:09 PM - PDGÂ©: India TV ranking in the last 52 weeks  
 5/13/19, 10:10 PM - PDGÂ©: Basically to show that it has been number 2 in most weeks  
 5/13/19, 10:14 PM - Romil Ramgaria Barc: Ok  
 5/13/19, 10:50 PM - Romil Ramgaria Barc: <Media omitted>  
 5/13/19, 10:51 PM - Romil Ramgaria Barc: Adding the latest weeks also which shows they are at no 2  
 5/13/19, 10:51 PM - PDGÂ©: Yes take the best period to show they have been no 2 mostly  
 5/13/19, 10:52 PM - PDGÂ©: This shows more 3,4,5  
 5/13/19, 10:53 PM - Romil Ramgaria Barc: <Media omitted>  
 5/13/19, 10:53 PM - Romil Ramgaria Barc: Trying the 4 week or monthly average also  
 5/13/19, 10:53 PM - PDGÂ©: Ok  
 5/13/19, 10:54 PM - Romil Ramgaria Barc: But that will also show good 25 weeks they were no 3 and below  
 5/13/19, 10:54 PM - PDGÂ©: Let's start from week 9  
 5/13/19, 10:55 PM - Romil Ramgaria Barc: Which is last 8 weeks only  
 5/13/19, 10:56 PM - PDGÂ©: <Media omitted>  
 5/13/19, 10:57 PM - PDGÂ©: And add upto week 17  
 5/13/19, 10:57 PM - PDGÂ©: Then try monthly average  
 5/13/19, 10:58 PM - Romil Ramgaria Barc: But still good 6 monthly points will show below 2 in good 13-14 points  
 5/13/19, 10:59 PM - PDGÂ©: Ok cool  
 5/13/19, 10:59 PM - PDGÂ©: Last few weeks will be 2  
 5/13/19, 11:00 PM - Romil Ramgaria Barc: Yes - so will keep monthly points since week 1 of last year and see that also  
 5/13/19, 11:00 PM - PDGÂ©: Yes  
 5/13/19, 11:01 PM - PDGÂ©: Let's see both weekly and monthly  
 5/13/19, 11:01 PM - PDGÂ©: Mention the TG considered  
 5/13/19, 11:01 PM - PDGÂ©: Should be one on website  
 5/13/19, 11:05 PM - Romil Ramgaria Barc: Yes itâ€™s there - same HSM 15+  
 5/14/19, 8:17 AM - Romil Ramgaria Barc: <Media omitted>

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Chat With Romil Ramgaria


5/14/19, 8:20 AM - PDG&@: Hrrmm  
 5/14/19, 9:22 AM - Romil Ramgaria Barc: <Media omitted>  
 5/14/19, 9:22 AM - Romil Ramgaria Barc: <Media omitted>  
 5/14/19, 9:23 AM - PDG&@: Top one looks better?  
 5/14/19, 9:24 AM - Romil Ramgaria Barc: Yes - but this also shows why he was pissed off and piling on to us helped &Y~\$  
 5/14/19, 9:25 AM - PDG&@: &Y~\$  
 5/14/19, 10:46 AM - PDG&@: Highlights should Normally come on Monday night right?  
 5/14/19, 10:54 AM - Romil Ramgaria Barc: Yes  
 5/14/19, 10:56 AM - Romil Ramgaria Barc: It was sent at 1130 last night  
 5/14/19, 10:56 AM - Romil Ramgaria Barc: Came from sumeet's id  
 5/14/19, 10:58 AM - PDG&@: oh yes - found it  
 5/14/19, 12:45 PM - PDG&@: couldnt find SPV mail  
 5/14/19, 2:32 PM - PDG&@: Keep this to yourself  
 5/14/19, 2:33 PM - PDG&@: I think these Sachin etc who are in India today have said something on our MA process - they apparently have some screenshots  
 5/14/19, 2:33 PM - PDG&@: We will meet shashi sir together on this  
 5/14/19, 2:33 PM - PDG&@: Either Friday or Saturday  
 5/14/19, 2:33 PM - Romil Ramgaria Barc: hmm - sachin was anyways a loose cannon  
 5/14/19, 2:33 PM - Romil Ramgaria Barc: yes ok  
 5/14/19, 2:34 PM - PDG&@: Pls think they what all he could be showing  
 5/14/19, 2:34 PM - PDG&@: And how do we counter or stop him  
 5/14/19, 2:35 PM - Romil Ramgaria Barc: let me figure out when did he leave - we can certainly say very junior resource, automation done, he was quite junior etc etc - we can do audit - but let me figure with rushab because all CAC/PAC at that time was for by rushab  
 5/14/19, 3:18 PM - Romil Ramgaria Barc: Aug, 2015 to June, 2017  
 5/14/19, 4:10 PM - PDG&@: We should do an update meeting with Kallie asap  
 5/14/19, 4:10 PM - PDG&@: And dinesh  
 5/14/19, 4:23 PM - PDG&@: You guys reached?  
 5/14/19, 4:24 PM - Romil Ramgaria Barc: Yes  
 5/14/19, 4:24 PM - Romil Ramgaria Barc: On the SV floor  
 5/14/19, 4:25 PM - PDG&@: Ok  
 5/14/19, 5:47 PM - Romil Ramgaria Barc: Any preferred time on Tuesday, 21st for the tv today meeting?  
 5/14/19, 5:48 PM - Romil Ramgaria Barc: Should we fix around 11 or 2nd half?  
 Depending you will travel Monday night or Tuesday morning  
 5/14/19, 6:17 PM - Romil Ramgaria Barc: Tv today has come back with 11am Tuesday  
 5/14/19, 6:18 PM - PDG&@: Second half pls  
 5/14/19, 6:18 PM - PDG&@: Will travel Tuesday morning  
 5/14/19, 6:43 PM - Romil Ramgaria Barc: why canâ€™t all four broadcasters share the distributor report for us to report or correct??  
 5/14/19, 7:06 PM - PDG&@: Yes let's push for that  
 5/14/19, 7:06 PM - PDG&@: Let's write to them  
 5/14/19, 7:50 PM - PDG&@: I have told Vanita to write about ratings and news - maybe when you meet you should softly push  
 5/14/19, 7:51 PM - Romil Ramgaria Barc: Ok  
 5/15/19, 11:17 AM - PDG&@: <Media omitted>  
 5/15/19, 11:17 AM - PDG&@: Is this finalised?  
 5/15/19, 11:18 AM - PDG&@: Let's put a date when we see the deck  
 5/15/19, 11:19 AM - Romil Ramgaria Barc: Am not sending to atul from see because usually he is very non responsive

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## Chat With Romil Ramgaria

5/15/19, 11:19 AM - Romil Ramgaria Barc: If PG asks him he will do it  
 5/15/19, 11:23 AM - PDG&@: Oops I sent Rajesh kauls thing to him  
 5/15/19, 11:24 AM - PDG&@: Let me ask him if we can approach Atul  
 5/15/19, 11:24 AM - Romil Ramgaria Barc: You may ask him that we need to approach atul for similar thing  
 5/15/19, 11:25 AM - PDG&@: Did  
 5/15/19, 11:25 AM - Romil Ramgaria Barc: Yes ok  
 5/15/19, 11:27 AM - Romil Ramgaria Barc: What actually are we doing on PG for this advisory?  
 5/15/19, 11:33 AM - PDG&@: He has become incommunicado  
 5/15/19, 11:33 AM - PDG&@: I think by this he wants to drag till next board meeting  
 5/15/19, 11:33 AM - Romil Ramgaria Barc: Hmm yes  
 5/15/19, 11:34 AM - Romil Ramgaria Barc: And ISA is also not bothered. Do you want to nudge Sunil?  
 5/15/19, 11:36 AM - PDG&@: No - i had told him on that day itself (punits mail) to mail to all - he agreed but didn't  
 5/15/19, 11:36 AM - PDG&@: If they don't want to push why should we  
 5/15/19, 11:37 AM - Romil Ramgaria Barc: Ok  
 5/15/19, 12:20 PM - Romil Ramgaria Barc: Had a conversation with aruj and jefferies (non currency) - will brief  
 5/15/19, 12:20 PM - PDG&@: Ok  
 5/15/19, 12:30 PM - Romil Ramgaria Barc: Am informing Asti on the meeting time - Wednesday 3pm  
 5/15/19, 12:31 PM - PDG&@: Yes  
 5/15/19, 12:31 PM - PDG&@: We need to see a draft deck soon  
 5/15/19, 12:31 PM - Romil Ramgaria Barc: Yes. Friday  
 5/15/19, 12:31 PM - PDG&@: She should also tell us what to expect  
 5/15/19, 12:31 PM - Romil Ramgaria Barc: Yes informed her  
 5/15/19, 3:14 PM - PDG&@: Do you think Milind is adequately informed on all aspects to talk to senior guys?  
 5/15/19, 3:14 PM - PDG&@: Don't we need to build his redundancy as well  
 5/15/19, 3:14 PM - PDG&@: Considering his contract is till sept  
 5/15/19, 3:15 PM - Romil Ramgaria Barc: We need but really don't have someone who can talk with authority except few people like Venkat Elbert Shantanu Sanjay - can send Shantanu or Sanjay?  
 5/15/19, 3:15 PM - PDG&@: Yes send one more  
 5/15/19, 3:16 PM - Romil Ramgaria Barc: Will send Shantanu -  
 5/15/19, 3:16 PM - PDG&@: Ok  
 5/15/19, 3:37 PM - PDG&@: Give me a para on Dangal owners  
 5/15/19, 3:38 PM - PDG&@: Brief  
 5/15/19, 3:38 PM - Romil Ramgaria Barc: Ok  
 5/15/19, 3:45 PM - PDG&@: And if you have this Manish guys number  
 5/15/19, 4:33 PM - Romil Ramgaria Barc: Manish Enterr10.vcf (file attached)  
 5/15/19, 4:34 PM - Romil Ramgaria Barc: Manish Singhal is a media professional with over 20 years of media experience. He started as a Tele marketing production and promotion personnel and taking it to the level of becoming a broadcasting house in the name of Enterr10 Television India Pvt. Ltd. Enterr10 Television is an Indian media and entertainment company. The company was founded in 2004, by Mr. Manish Singhal, who is the Managing Director. The Company has four channels serving Indian content across India. The flagship channel also named as Enterr10, was launched in 2006. Subsequently, it launched three new channels : Dangal - a general entertainment channel, Bhojpuri Cinema - a 24

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## Chat With Romil Ramgaria

hours Bhojpuri movie channel, and Fakt Marathi - a 24 hours Marathi movie channel.

Enterr10 was launched in the year 2006 which is a 24 hours Hindi Movie Channel. Channel streamline the entire galore of its content keeping in mind the needs and demands of the viewers falling in various age group, having its distribution across Pan India.

Enterr10 is popular for its mix aired throughout the day encompassing a variety of genres, the program mix is designed in a manner that it appeals to the audience of any age and across any region. The channel has scaled the popularity charts taking into account the entertainment needs of not only the Indian urban audience but also the untouched rural viewers.

Enterr 10 has the infrastructure to broadcast digital quality signals, amazing clarity and promising reach compatible with prevalent technology. The content we serve is reflection of different culture, traditions, emotions and entertainment together.

5/15/19, 7:56 PM - PDGAC:

<https://twitter.com/paritoshZero/status/1128638532661202945?s=08>

5/15/19, 7:57 PM - PDGAC: When did we start this TV 15 BN thing

5/15/19, 7:57 PM - PDGAC: And is that figure correct?

5/15/19, 8:00 PM - Romil Ramgaria Barc: TV15 BN?

5/15/19, 8:01 PM - PDGAC: Yes

5/15/19, 8:01 PM - PDGAC: On a week

5/15/19, 8:01 PM - Romil Ramgaria Barc: Did not understand TV15?

5/15/19, 8:01 PM - PDGAC: Top left of the image

5/15/19, 8:01 PM - PDGAC: In the tweet

5/15/19, 8:44 PM - Romil Ramgaria Barc: This is urban 2+

5/15/19, 8:46 PM - PDGAC: Normal weekly impressions is about 28 BN isn't it?

5/15/19, 8:46 PM - PDGAC: From when are we giving total tv impressions in genre charts

5/15/19, 8:46 PM - Romil Ramgaria Barc: Yes post NTO around that

5/15/19, 8:47 PM - PDGAC: 15 BN?

5/15/19, 8:47 PM - PDGAC: How can it be

5/15/19, 8:47 PM - Romil Ramgaria Barc: That's only urban

5/15/19, 8:47 PM - Romil Ramgaria Barc: 28-30 is incl rural

5/15/19, 8:48 PM - PDGAC: Ok but we never used to give this earlier in genre charts isn't it?

5/15/19, 8:54 PM - Romil Ramgaria Barc: Yes. The top numbers remains consistent across all genre tables.

5/15/19, 8:55 PM - Romil Ramgaria Barc: Started doing it because of star OOH need to publish that - since it's only urban

5/15/19, 8:55 PM - PDGAC: What's the point in giving that

5/15/19, 8:55 PM - Romil Ramgaria Barc: Have asked the team to take it off from each genre table and have a separate table for Total TV at all india level and TV plus OOH at urban level

5/15/19, 8:55 PM - Romil Ramgaria Barc: Rather than it appearing in every chart

5/15/19, 8:55 PM - Romil Ramgaria Barc: Change will be effective next week

5/15/19, 8:55 PM - PDGAC: Yes that's better

5/16/19, 11:02 AM - PDGAC: Pls tell the Comms team to react faster

5/16/19, 12:07 PM - Romil Ramgaria Barc: Yes ok. You taking about vanita piece

5/16/19, 12:07 PM - PDGAC: Also Pradyuman

5/16/19, 12:08 PM - PDGAC: Forwarded mail

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## Chat With Romil Ramgaria

5/16/19, 12:13 PM - Romil Ramgaria Barc: We had responded to Pradyuman yesterday itself

5/16/19, 12:13 PM - Romil Ramgaria Barc: For vanita we are getting the data from MA team.. should be done today

5/16/19, 12:14 PM - PDGAS: He wrote we haven't

5/16/19, 12:14 PM - PDGAS: It hasn't come to you yet for clearance

5/16/19, 12:34 PM - Romil Ramgaria Barc: He had first sent the questions on WhatsApp to Faiza which came to us and the response was sent to him on WhatsApp itself after we checked with you. He simultaneously also sent an email..

5/16/19, 12:34 PM - Romil Ramgaria Barc: We just checked with him and he has now acknowledged the response. He may have missed it earlier

5/16/19, 12:35 PM - PDGAS: Ok

5/16/19, 12:35 PM - PDGAS: When you write to atul - refer punit has directed to him

5/16/19, 12:36 PM - Romil Ramgaria Barc: Ok.

5/16/19, 12:39 PM - Romil Ramgaria Barc: Shashi meeting fixed on Saturday?

5/16/19, 12:40 PM - PDGAS: Fixing

5/16/19, 12:56 PM - Romil Ramgaria Barc: Pradyuman has come back with a follow up-

5/16/19, 12:56 PM - Romil Ramgaria Barc: I do understand that there may be a sensitivity on responding to Q2 (what has been barc's investment in the body?) but an indicator (even an off-the-record one) on the investments being made by BARC will help one get an understanding of the extent of investments (and hence the importance being given to the exercise).

5/16/19, 12:57 PM - Romil Ramgaria Barc: He is also saying that there are at least two independent (but doing some good work) digital video-makers who have asked me whether their views will be taken into consideration because they aren't members of BARC or any of BARC's stakeholders (IBF, ISA, AAAI). Hence he wants to know if GAMMA - at least in India - will incorporate these independents in the formulation of policies?

5/16/19, 12:57 PM - Romil Ramgaria Barc: It's a good halo being created by

5/16/19, 12:57 PM - PDGAS: by, by..

5/16/19, 12:58 PM - Romil Ramgaria Barc: We will always be open to inputs and suggestions from anyone who can contribute.

5/16/19, 12:58 PM - PDGAS: Yee

5/16/19, 1:00 PM - Romil Ramgaria Barc: It's an endeavor that has been in the works since more than 12 months before finally taking shape. All founding members are committed to make it a success and for this reason have chosen a professional in Brad to lead this initiative.

5/16/19, 1:00 PM - Romil Ramgaria Barc: Something like this?

5/16/19, 1:02 PM - PDGAS: Yes

5/16/19, 1:02 PM - PDGAS: And it's evolving etc

5/16/19, 4:06 PM - Romil Ramgaria Barc: Have asked for some changes in Filmfare presentation. Will send this and even fakth Marathi numbers by pay and free to SV

5/16/19, 4:07 PM - Romil Ramgaria Barc: Also will articulate that we have written to all distribution teams to share the info so that we can align/correct as needed

5/16/19, 4:12 PM - PDGAS: Great

5/16/19, 5:05 PM - Romil Ramgaria Barc: <Media omitted>

5/16/19, 5:05 PM - Romil Ramgaria Barc: <Media omitted>

5/16/19, 5:15 PM - PDGAS: Hmmm

5/16/19, 5:32 PM - PDGAS: Pls share Punits mail with PT too

5/16/19, 5:32 PM - Romil Ramgaria Barc: Ok

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Chat With Romil Ramgaria

5/16/19, 8:29 PM - PDG&: <https://mybs.in/2X64mtA> Yes Bank troubles run deeper than investors believe; cleanup will be tough  
5/16/19, 8:30 PM - Romil Ramgaria Barc: Yes read this  
5/16/19, 8:30 PM - Romil Ramgaria Barc: It can get into more write offs  
5/16/19, 8:30 PM - Romil Ramgaria Barc: Good excuse for us to move to kotak also  
5/16/19, 8:30 PM - PDG&: Yes  
5/16/19, 10:40 PM - PDG&: We should also probe into other issues he mentioned - like MTV in Delhi - hope someone has noted points - pls ensure everything is covered - may not be in one mail but eventually all  
5/17/19, 6:47 AM - Romil Ramgaria Barc: Yes ok  
5/17/19, 12:45 PM - Romil Ramgaria Barc: Radha was called for a meeting in Mumbai last week  
5/17/19, 12:45 PM - Romil Ramgaria Barc: Wasn't for any official meeting  
5/17/19, 12:45 PM - Romil Ramgaria Barc: Like today he is there for ibf aaai meeting  
5/17/19, 12:45 PM - Romil Ramgaria Barc: There is no info of any formal meeting between the big 4...but some kind of follow up discussion happened.. taking up some action points from last IBF meeting wrt BARC  
5/17/19, 12:54 PM - PDG&: When was this? So obviously they discussed NTO response - did they discuss digital? NP told so  
5/17/19, 12:54 PM - PDG&: What else  
5/17/19, 12:55 PM - Romil Ramgaria Barc: Yes they would have -will try to figure out date - but was last week  
5/17/19, 12:56 PM - PDG&: After NP meeting? We met him when  
5/17/19, 12:56 PM - PDG&: Friday  
5/17/19, 12:57 PM - Romil Ramgaria Barc: Yes we met him Friday. So must be pre  
5/17/19, 1:01 PM - PDG&: Was this only top four?  
5/17/19, 1:01 PM - Romil Ramgaria Barc: He didn't mention that - but since Mumbai so must be top 4 only  
5/17/19, 1:03 PM - PDG&: Last week Tuesday we met them at Taj lands end  
5/17/19, 6:54 PM - PDG&: Hope you are listing down all the causes for cuts in data  
5/17/19, 7:21 PM - Romil Ramgaria Barc: Yes  
5/18/19, 10:21 AM - Romil Ramgaria Barc: I am saying no for pitching for preview for counting day results To news channels?  
5/18/19, 10:30 AM - PDG&: No point pitching  
5/18/19, 10:30 AM - PDG&: If someone asks we will see  
5/18/19, 10:31 AM - PDG&: It won't give them any revenue benefit  
5/18/19, 10:31 AM - PDG&: Only in long running series like say big boss or IPL it gives revenue opportunity  
5/18/19, 10:31 AM - PDG&: Counting day is sold in advance anyways  
5/18/19, 10:32 AM - PDG&: Asks  
5/18/19, 10:40 AM - Romil Ramgaria Barc: No one will ask - only from marketing standpoint. But don't want to pitch since they would want to know market share which will be difficult given other channel situations  
5/18/19, 10:41 AM - PDG&: Let's not pitch  
5/18/19, 10:42 AM - PDG&: Why will giving market share be difficult? Didn't get the point  
5/18/19, 10:58 AM - Romil Ramgaria Barc: Because other channels also then needs to be finalised on d plus 2  
5/18/19, 10:59 AM - PDG&: Hmmm ok  
5/18/19, 8:45 PM - PDG&: All their meetings  
5/18/19, 8:45 PM - PDG&: With others too  
5/18/19, 8:46 PM - Romil Ramgaria Barc: Yes

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## Chat With Romil Ramgaria

5/19/19, 5:15 PM - PDG&@: Should we not ask Vivek to tell us what it is much before the meeting so that we are prepared?

5/19/19, 5:31 PM - Romil Ramgaria Barc: I spoke to him. Told him NTO and general update. He also asked to get into Bharat deep dive

5/19/19, 5:32 PM - PDG&@: So what could be Kallies queries on Bharat

5/19/19, 5:33 PM - PDG&@: We should know before we meet

5/19/19, 5:33 PM - PDG&@: And be prepared

5/20/19, 9:41 AM - PDG&@: Did we forward the IBF view to whole core techcomm?

5/20/19, 9:41 AM - PDG&@: What's the agenda of today's call

5/20/19, 9:58 AM - Romil Ramgaria Barc: We did not - will forward it now to all three

5/20/19, 9:59 AM - Romil Ramgaria Barc: It was to close the points we discussed in last tech comm. with Rohit being there - and also pay free since Gauravjeet wanted to see Data. Also states opening up etc

5/20/19, 10:06 AM - PDG&@: Yes

5/20/19, 10:06 AM - PDG&@: Maybe you can ask Gauravjeet to pile on Rohit on this

5/20/19, 10:07 AM - PDG&@: Also tell him this won't be resolved soon since board meeting deferred due to unavailability of isa members

5/20/19, 10:09 AM - Romil Ramgaria Barc: Yes ok

5/20/19, 2:25 PM - PDG&@: which dates are you on leave - and where will you be?

5/20/19, 2:25 PM - PDG&@: ideally you should have been in this Friday consultation paper

5/20/19, 2:25 PM - PDG&@: consultation

5/20/19, 2:47 PM - Romil Ramgaria Barc: Yes it suddenly came up. In Dubai from Thursday to Monday. Will chat

5/20/19, 2:52 PM - PDG&@: Friday there is techcomm too

5/20/19, 2:52 PM - Romil Ramgaria Barc: Yes. Extended one.

5/20/19, 3:09 PM - PDG&@: You could speak to Gauravjeet?

5/20/19, 3:09 PM - Romil Ramgaria Barc: Yes

5/20/19, 3:09 PM - PDG&@: Ok

5/20/19, 3:09 PM - Romil Ramgaria Barc: Told him to be firm on the mail

5/20/19, 3:18 PM - PDG&@: PT not required in this call?

5/20/19, 3:19 PM - Romil Ramgaria Barc: For Punit mail could have been there. Should I patch him?

5/20/19, 3:19 PM - Romil Ramgaria Barc: I will disconnect and then patch him

5/20/19, 3:21 PM - Romil Ramgaria Barc: Have patched PT also

5/20/19, 3:21 PM - Romil Ramgaria Barc: Briefed him

5/20/19, 3:26 PM - PDG&@: Ok

5/20/19, 3:26 PM - PDG&@: A bit of conflict now between stakeholders is good now

5/20/19, 3:27 PM - Romil Ramgaria Barc: Yes

5/20/19, 3:27 PM - PDG&@: From when GDA will report

5/20/19, 3:27 PM - PDG&@: Daily?

5/20/19, 3:27 PM - Romil Ramgaria Barc: From Wednesday

5/20/19, 3:27 PM - Romil Ramgaria Barc: Monitoring starting tomorrow

5/20/19, 3:27 PM - Romil Ramgaria Barc: Yes daily

5/20/19, 3:27 PM - PDG&@: Ok

5/20/19, 3:28 PM - PDG&@: Someone should monitor Mubins laptop

5/20/19, 3:28 PM - PDG&@: Everything is backed up or not

5/20/19, 3:28 PM - PDG&@: Including media

5/20/19, 3:28 PM - PDG&@: Also any mails going to his personal Ids

5/20/19, 3:29 PM - PDG&@: Ideally someone should give us who all mails went

5/20/19, 3:29 PM - Romil Ramgaria Barc: Ok

5/20/19, 3:29 PM - PDG&@: You will brief?

5/20/19, 3:29 PM - Romil Ramgaria Barc: Already done

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Chat With Romil Ramgaria

5/20/19, 3:30 PM - PDG&@: Ok  
5/20/19, 8:43 PM - PDG&@: Are we working on suvarna queries from Kevin  
5/20/19, 8:44 PM - Romil Ramgaria Barc: Yes. Will need to block time with them in Bangalore. Most likely first week June  
5/20/19, 8:45 PM - PDG&@: Pls show me the ppt  
5/20/19, 8:46 PM - Romil Ramgaria Barc: Yes will show it to you  
5/20/19, 8:46 PM - PDG&@: Best if you tell him tentative date  
5/20/19, 8:46 PM - PDG&@: So that he knows it's coming  
5/20/19, 9:15 PM - PDG&@: Will debrief you on conversation with Madhavan on the extra 2 cr  
5/20/19, 9:16 PM - Romil Ramgaria Barc: Ok. Have told Kevin for 6/7 th June  
5/20/19, 9:16 PM - Romil Ramgaria Barc: He will revert tomorrow  
5/20/19, 9:19 PM - PDG&@: Ok  
5/21/19, 11:02 AM - PDG&@: we should discuss - techcomm meeting on friday, MA note, Madhavan meeting  
5/21/19, 11:06 AM - Romil Ramgaria Barc: Yes ok. Also Sanjay meeting, NBA action points Airtel and Mybox meeting  
5/21/19, 11:06 AM - Romil Ramgaria Barc: Tv today ppt also  
5/21/19, 2:47 PM - PDG&@: Sam Singh quits. pK taking over as CEO. Sam moving to Bytedance  
5/21/19, 2:47 PM - Romil Ramgaria Barc: Hmm  
5/21/19, 3:01 PM - Romil Ramgaria Barc: Missed voice call  
5/21/19, 3:06 PM - Romil Ramgaria Barc: Called by mistake  
5/21/19, 3:16 PM - PDG&@: give the news to gaurav  
5/21/19, 3:17 PM - PDG&@: 330 release expected  
5/21/19, 3:28 PM - PDG&@: Hi Partho : News on GroupM leadership : Prasant Kumar (PK) is taking over as Ceo GroupM South Asia from Sam Singh. PK is COO of GroupM and was earlier Ceo of Mindshare. Sam is joining Bytedance in India and is with us till end June. We are making the formal announcements later today. Thanks for your support to GroupM/WPP. Srinil  
5/21/19, 4:16 PM - Romil Ramgaria Barc: <Media omitted>  
5/21/19, 4:17 PM - PDG&@: hmmm  
5/21/19, 5:59 PM - Romil Ramgaria Barc: Mubin - Our Operatives conducted enquiries. The Subject left early morning for work and is expected around 6 - 6.30 pm due to Ramzan fasting. He has a black coloured car No. is 1985 not sure. This information was given by the maid who was at home. she also informed that the subject's wife is sleeping at home.  
  
Paritosh - no movement. He did not answer his phone either.  
5/21/19, 6:01 PM - PDG&@: Ok  
5/21/19, 6:01 PM - PDG&@: Was he in ofc?  
5/21/19, 6:01 PM - PDG&@: Mubin?  
5/21/19, 6:01 PM - Romil Ramgaria Barc: Yes. Meg Mubin and told him to zip  
5/21/19, 6:02 PM - Romil Ramgaria Barc: Told him it has come to our notice that he has spoken  
5/21/19, 6:02 PM - PDG&@: What was his reaction  
5/21/19, 6:10 PM - Romil Ramgaria Barc: He said my loyalty is here and will never do this. If anyone says this please put a phone from there only to me  
5/21/19, 6:11 PM - Romil Ramgaria Barc: I would like to know who is making accusations against me! I have been very strong on integrity throughout my life and I will not tolerate any nonsense on it, to the extent of taking on anyone who is making wild accusations!  
5/21/19, 6:11 PM - Romil Ramgaria Barc: ðŸ– his message to me post the meeting  
5/21/19, 6:12 PM - PDG&@: Hmmm

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## Chat With Romil Ramgaria

5/21/19, 6:12 PM - PDG&C: Good he is sensitised  
 5/21/19, 8:07 PM - PDG&C: Hope we are getting the printouts as discussed  
 5/21/19, 8:07 PM - Romil Ramgaria Barc: Yes.  
 5/21/19, 8:07 PM - Romil Ramgaria Barc: 1. 2 slides from NBA ppt.  
 2. Outlier graphs  
 3. Delhi and UP R1 vs final numbers  
 5/21/19, 8:15 PM - PDG&C: Ok  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: Exit Poll performance of Hindi and Eng News  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: Full Day - Hindi News  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: <Media omitted>  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: Hindi News during the Exit Poll -  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: <Media omitted>  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: English News - Full day performance  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: <Media omitted>  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: English News during the exit poll  
 5/21/19, 9:16 PM - Romil Ramgaria Barc: <Media omitted>  
 5/21/19, 9:23 PM - PDG&C: Wow crazy numbers  
 5/21/19, 9:23 PM - PDG&C: Any landing by CNN news18 or India today?  
 5/21/19, 10:22 PM - Romil Ramgaria Barc: CNN has landing in Kerala, Hyderabad & Karnataka. Its high in WB also but we need to check and confirm about landing.  
 India Today - we don't have any information about landing. Their gain is driven by ATS only highly skewed by Delhi and Kerala Rural.  
 5/21/19, 10:34 PM - PDG&C: We need a thorough homework on this  
 5/21/19, 10:41 PM - PDG&C: Romil - am feeling a bit unwell  
 5/21/19, 10:42 PM - PDG&C: I think I have to cancel tomorrow trip  
 5/21/19, 10:42 PM - PDG&C: I will text Dinesh who fixed it  
 5/21/19, 10:42 PM - PDG&C: Maybe you can check with Vivek and still meet them  
 5/21/19, 10:43 PM - PDG&C: But don't show sensitive stuff Unless either Dinesh or Kallie is around  
 5/21/19, 10:45 PM - Romil Ramgaria Barc: Oh ok. Then better to cancel and refix it  
 5/21/19, 10:45 PM - Romil Ramgaria Barc: No point meeting Vivek only  
 5/21/19, 10:46 PM - Romil Ramgaria Barc: And travel only for him na?  
 5/21/19, 10:47 PM - PDG&C: <Media omitted>  
 5/21/19, 10:48 PM - Romil Ramgaria Barc: Ok. Will take a call basis his response  
 5/21/19, 11:01 PM - PDG&C: When is your flight  
 5/21/19, 11:04 PM - Romil Ramgaria Barc: 930am  
 5/21/19, 11:07 PM - PDG&C: Ok  
 5/21/19, 11:07 PM - PDG&C: If I hear I will let you know  
 5/21/19, 11:07 PM - Romil Ramgaria Barc: Ok  
 5/21/19, 11:08 PM - PDG&C: You can drop in a message to vivek too  
 5/21/19, 11:09 PM - Romil Ramgaria Barc: Yes have done  
 5/21/19, 11:32 PM - PDG&C: <Media omitted>  
 5/21/19, 11:32 PM - PDG&C: So pls go ahead  
 5/21/19, 11:33 PM - Romil Ramgaria Barc: Ok  
 5/21/19, 11:37 PM - PDG&C: <Media omitted>  
 5/22/19, 11:28 AM - PDG&C: On these we need to chat - found some issues - let's talk around 1 on WhatsApp  
 5/22/19, 11:29 AM - Romil Ramgaria Barc: Mubin on the move  
 No movement of Paritosh  
 5/22/19, 11:29 AM - Romil Ramgaria Barc: He has come to the BARC office today  
 5/22/19, 11:29 AM - PDG&C: K

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Chat With Romil Ramgaria

5/22/19, 11:40 AM - PDG&C: 130 sorry  
5/22/19, 11:55 AM - Romil Ramgaria Barc: Ok  
5/22/19, 11:56 AM - Romil Ramgaria Barc: We are pitching for around 25-30 lakhs for preview service for say big boss Marathi and kbc Marathi.  
5/22/19, 11:56 AM - Romil Ramgaria Barc: I think we should to penetrate the service deeper?  
5/22/19, 11:57 AM - PDG&C: 50?  
5/22/19, 11:57 AM - PDG&C: Marathi can afford it  
5/22/19, 11:57 AM - PDG&C: Can get negotiated down to 15  
5/22/19, 11:58 AM - Romil Ramgaria Barc: Yes - but even if we get 15-20L itâ€™s worth it.  
5/22/19, 11:58 AM - Romil Ramgaria Barc: Only in big properties we can make money  
5/22/19, 11:58 AM - Romil Ramgaria Barc: And no one will be hungry beyond these four guys  
5/22/19, 11:59 AM - Romil Ramgaria Barc: Down south etc unlikely people will take it  
5/22/19, 11:59 AM - PDG&C: Correct  
5/22/19, 11:59 AM - PDG&C: And within these only marathi and tamil has big monies  
5/22/19, 11:59 AM - PDG&C: Right?  
5/22/19, 12:00 PM - Romil Ramgaria Barc: Marathi Bengali - all four south also but they are cautious to splurge on this  
5/22/19, 12:01 PM - PDG&C: Yes they will be  
5/22/19, 12:01 PM - PDG&C: But the value of additional inventory fill will outweigh 50 lacs  
5/22/19, 12:02 PM - Romil Ramgaria Barc: Yes agree thatâ€™s why they will probably be ok to bite at 15-20  
5/22/19, 12:14 PM - Romil Ramgaria Barc: <Media omitted>  
5/22/19, 12:18 PM - PDG&C: Does it highlight that outliers throw up a flag and then disti and content inputs are checked  
5/22/19, 12:18 PM - PDG&C: Can't make out  
5/22/19, 12:18 PM - PDG&C: Need to highlight that  
5/22/19, 12:20 PM - Romil Ramgaria Barc: <Media omitted>  
5/22/19, 12:38 PM - PDG&C: <Media omitted>  
5/22/19, 12:38 PM - PDG&C: Zee TV??  
5/22/19, 12:41 PM - Romil Ramgaria Barc: Hmm interesting. Let me check  
5/22/19, 12:55 PM - Romil Ramgaria Barc: Sir, sharing one positive we got for India Today. The hh in Delhi claimed to be approached to watch India Today.  
5/22/19, 12:55 PM - Romil Ramgaria Barc: Sharing. Pls see video from 2:16 minutes onwards  
5/22/19, 12:55 PM - Romil Ramgaria Barc: <Media omitted>  
5/22/19, 12:55 PM - Romil Ramgaria Barc: Will show this to Dinesh today?  
5/22/19, 12:58 PM - PDG&C: Yes  
5/22/19, 1:02 PM - PDG&C: Do you know are of this hh  
5/22/19, 1:03 PM - Romil Ramgaria Barc: No will check  
5/22/19, 1:03 PM - PDG&C: Yes you may need to tell him that  
5/22/19, 1:05 PM - PDG&C: And date of this interview  
5/22/19, 1:06 PM - PDG&C: Hope Vivek's points are there in MA slides  
5/22/19, 1:46 PM - PDG&C: Pls check this  
5/22/19, 1:47 PM - PDG&C: You can ask Vikas split between English and Hindi  
5/22/19, 1:48 PM - PDG&C: You should send this for him to know we track  
5/22/19, 2:35 PM - PDG&C: Show Dinesh video in his own office  
5/22/19, 2:35 PM - PDG&C: One on one

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## Chat With Romil Ramgaria

5/22/19, 2:36 PM - Romil Ramgaria Barc: Yes  
 5/22/19, 2:36 PM - Romil Ramgaria Barc: Also the charts of UP and Delhi  
 5/22/19, 2:37 PM - PDGÂ©: Yes  
 5/22/19, 2:38 PM - PDGÂ©: Are you showing overall charts?  
 5/22/19, 2:38 PM - Romil Ramgaria Barc: Yes - the NBA ones  
 5/22/19, 2:38 PM - PDGÂ©: The ones that show only two channels are clean?  
 5/22/19, 2:38 PM - Romil Ramgaria Barc: Both without channel names  
 5/22/19, 2:38 PM - PDGÂ©: Ok  
 5/22/19, 2:53 PM - PDGÂ©: Spoke to shashi  
 5/22/19, 2:53 PM - PDGÂ©: Send the note to all three  
 5/22/19, 2:53 PM - PDGÂ©: He will reply  
 5/22/19, 2:53 PM - PDGÂ©: Then send from techcomm id to punit  
 5/22/19, 2:54 PM - PDGÂ©: Copy to all three and us  
 5/22/19, 2:56 PM - Romil Ramgaria Barc: Ok. Have asked Elbert to send it  
 5/22/19, 2:57 PM - PDGÂ©: Ok  
 5/22/19, 3:00 PM - PDGÂ©: Hope he has the right draft  
 5/22/19, 3:00 PM - PDGÂ©: Noticed Shashi didn't CC him  
 5/22/19, 3:01 PM - Romil Ramgaria Barc: Yes have sent him the last mail of Shashi  
 5/22/19, 3:01 PM - Romil Ramgaria Barc: With the charge to 6m  
 5/22/19, 5:34 PM - PDGÂ©: You are out of meeting?  
 5/22/19, 5:35 PM - PDGÂ©: Pls call  
 5/22/19, 5:35 PM - PDGÂ©: I will call Dinesh but wanted to speak to you first  
 5/22/19, 6:12 PM - Romil Ramgaria Barc: Mubin on the move - he's gone for his afternoon prayer.  
 5/22/19, 6:12 PM - Romil Ramgaria Barc: Mubin back home  
 No movement of Paritosh  
 5/22/19, 6:23 PM - PDGÂ©: Let's talk on this exit poll day numbers before we finalize  
 5/22/19, 6:40 PM - Romil Ramgaria Barc: Yes ok. Both exit poll and counting day  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: Network wise slides -  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 6:42 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 7:14 PM - PDGÂ©: you may see the thread - wonder how much he knows the data to be so authoritative

<https://twitter.com/meownologue/status/1130738505938853888?s=08>

5/22/19, 7:39 PM - Romil Ramgaria Barc: Who are they?

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## Chat With Romil Ramgaria

5/22/19, 7:51 PM - PDG&@: Irshad is ex ET journo then had worked with star - very bright but keeps changing jobs every year - isb graduate

5/22/19, 7:52 PM - PDG&@: This lady was ex head of digital for times - don't know where now

5/22/19, 10:10 PM - PDG&@: You should push Aaditya to travel and meet teams and customers

5/22/19, 10:11 PM - PDG&@: He has spent too long a time not doing that

5/22/19, 10:18 PM - Romil Ramgaria Barc: Yes. Was asking him to come to Delhi also. But currently doctor advised him not to travel. He will have some clarity by this weekend

5/22/19, 10:30 PM - Romil Ramgaria Barc: The star guy which I was taking about - he has a good TV understanding. Been with star for 9 years. Will be a great ops guys also. Have business mindset. We can use him for RPD plus internal product etc as it is we lack managers -

5/22/19, 10:31 PM - Romil Ramgaria Barc: Also we now have aaditya from Sony, viacom18 is ok and will be able to have someone from Star also.

5/22/19, 10:31 PM - Romil Ramgaria Barc: Will get him to meet manashi

5/22/19, 10:31 PM - Romil Ramgaria Barc: And then you should meet him next week

5/22/19, 10:32 PM - PDG&@: Yes we should move with speed on recruitment

5/22/19, 10:32 PM - PDG&@: This guy is Bombay?

5/22/19, 10:32 PM - Romil Ramgaria Barc: Yes

5/22/19, 10:32 PM - PDG&@: Or Delhi

5/22/19, 10:32 PM - Romil Ramgaria Barc: Mumbai

5/22/19, 10:32 PM - PDG&@: We need Delhi too

5/22/19, 10:33 PM - Romil Ramgaria Barc: He is not sales or anything

5/22/19, 10:33 PM - PDG&@: Commercial?

5/22/19, 10:33 PM - Romil Ramgaria Barc: Business planning - numbers guys - but is good with ops and people skills

5/22/19, 10:33 PM - PDG&@: Ok good

5/22/19, 10:33 PM - Romil Ramgaria Barc: Gujju CA

5/22/19, 10:33 PM - PDG&@: Doer I hope

5/22/19, 10:33 PM - PDG&@: Ok

5/22/19, 10:34 PM - Romil Ramgaria Barc: Yes doer

5/22/19, 10:34 PM - Romil Ramgaria Barc: Absolutely hardworking guy and great attitude

5/22/19, 10:34 PM - PDG&@: Good

5/22/19, 10:34 PM - Romil Ramgaria Barc: He was with me in Airtel

5/22/19, 10:34 PM - PDG&@: Ok good

5/23/19, 8:37 AM - Romil Ramgaria Barc: final landings for new 18 and 18 India. den , gtpl, fastway, hathway, darsh, manthan, megbala, agile, ddc , digi, star broadband, Asianet, 80mn homes

5/23/19, 8:37 AM - Romil Ramgaria Barc: zee news landing on at dish and videocon

5/23/19, 8:38 AM - PDG&@: People have gone bonkers today

5/23/19, 8:38 AM - Romil Ramgaria Barc: Yes absolutely.

5/23/19, 8:39 AM - Romil Ramgaria Barc: Itâ€™s like IPL and World Cup for them where they will not have any ads also -

5/23/19, 8:39 AM - Romil Ramgaria Barc: But perception

5/23/19, 8:39 AM - Romil Ramgaria Barc: Crazy

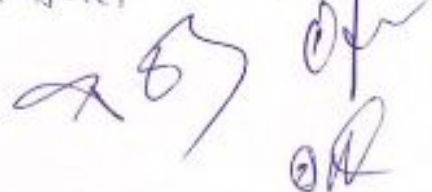
5/23/19, 8:39 AM - Romil Ramgaria Barc: I will be on a flight will 1130. It just about to take off

5/23/19, 8:39 AM - PDG&@: We should estimate the total windfall to news channels - political Plus brand advertising

5/23/19, 8:39 AM - PDG&@: Ok

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Chat With Romil Ramgaria

5/23/19, 8:40 AM - Romil Ramgaria Barc: Itâ€™s been quite dull this year except few channels - will check  
 5/23/19, 10:18 AM - PDGÂ©: One source is telling me watermark is same  
 5/23/19, 10:24 AM - PDGÂ©: <Media omitted>  
 5/23/19, 10:24 AM - PDGÂ©: He was doing polite convo  
 5/23/19, 10:24 AM - PDGÂ©: Moment I told about Tez there is stony silence  
 5/23/19, 10:24 AM - PDGÂ©: No reply since  
 5/23/19, 11:22 AM - Romil Ramgaria Barc: Good morning Sir - no movement of both Subjects today  
 5/23/19, 11:26 AM - PDGÂ©: big lapse on escalation mails from Tech on watermarks - read the mails  
 5/23/19, 11:26 AM - PDGÂ©: fired Vivek Jha, anand and nitin  
 5/23/19, 11:27 AM - PDGÂ©: asked aaditya to check whats provided in EULA for someone switching off watermark  
 5/23/19, 11:27 AM - PDGÂ©: but this could be more than that - tez using aaj tak watermark etc  
 5/23/19, 12:07 PM - PDGÂ©: <Media omitted>  
 5/23/19, 12:07 PM - PDGÂ©: romil what kind of induction has he gone thru to not understand the importance of switched watermarks??  
 5/23/19, 12:08 PM - PDGÂ©: and it seems our ops has huge gaps and we have no control  
 5/23/19, 12:09 PM - Romil Ramgaria Barc: Yes. Have asked for report on tech. Will speak to aaditya  
 5/23/19, 12:09 PM - PDGÂ©: even audit seems to have gaps  
 5/23/19, 12:22 PM - PDGÂ©: sorry top spoil your holiday but neither our product gead nor our partnership head understands or is even concerned with what is happening and how we should react  
 5/23/19, 12:25 PM - Romil Ramgaria Barc: Hmm - am asking Asti to verbally speak to Aaj Tak to give us full proof of distribution issue. Am also speaking to Vivek  
 5/23/19, 12:26 PM - PDGÂ©: i am pushing shashi and punit to act  
 5/23/19, 12:27 PM - PDGÂ©: i think dont speak to piyush and vivek  
 5/23/19, 12:27 PM - Romil Ramgaria Barc: Himanshu from group m Indonesia will be here in Mumbai on 31st May. Have invited him to office. I will be in Delhi. Have asked team to coordinate with nitika for your meeting  
 5/23/19, 12:27 PM - PDGÂ©: we should ideally send a show cause kind of thing  
 5/23/19, 12:27 PM - Romil Ramgaria Barc: Hmm / verbally to sound them off?  
 5/23/19, 12:27 PM - Romil Ramgaria Barc: Always better na?  
 5/23/19, 12:27 PM - PDGÂ©: 'just tell them - partho getting calls from MIB, TRAI based on complainrs from others  
 5/23/19, 12:28 PM - PDGÂ©: ok  
 5/23/19, 12:28 PM - PDGÂ©: must be coming for MELT  
 5/23/19, 12:33 PM - Romil Ramgaria Barc: May be -  
 5/23/19, 12:37 PM - PDGÂ©: we can take a declaration from Cineom too on whats the problem  
 5/23/19, 12:37 PM - PDGÂ©: am sorry you are on a holiday but since our product guy is not acting - you have to  
 5/23/19, 12:39 PM - Romil Ramgaria Barc: Yes ok  
 5/23/19, 1:28 PM - Romil Ramgaria Barc: <Media omitted>  
 5/23/19, 1:28 PM - Romil Ramgaria Barc: <Media omitted>  
 5/23/19, 1:29 PM - PDGÂ©: How can they not know car make and number  
 5/23/19, 1:37 PM - Romil Ramgaria Barc: Yes will check- NP also to be copied on punits mail?  
 5/23/19, 1:37 PM - PDGÂ©: did he? if he did then one should - reply all

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Chat With Romil Ramgaria

5/23/19, 1:40 PM - Romil Ramgaria Barc: He did not. Since he said IBF view hence. Wlmill not mark  
5/23/19, 1:40 PM - PDG&: ok  
5/23/19, 1:40 PM - PDG&: from techcomm id  
5/23/19, 1:43 PM - Romil Ramgaria Barc: Dilli Aaj Tak is restored back to normal  
5/23/19, 5:41 PM - PDG&: <Media omitted>  
5/24/19, 11:11 AM - Romil Ramgaria Barc: Should we ask PT to move fast?  
5/24/19, 11:11 AM - PDG&: Yes  
5/24/19, 11:39 AM - Romil Ramgaria Barc: Shashi shouldn't day panel is not representative  
5/24/19, 11:40 AM - Romil Ramgaria Barc: We should say - we don't know  
5/24/19, 11:40 AM - PDG&: Yes you know him  
5/24/19, 11:40 AM - Romil Ramgaria Barc: We skinks show the data of the last section  
5/24/19, 11:41 AM - Romil Ramgaria Barc: Which shows how the exiting panel is being representative  
5/24/19, 11:56 AM - PDG&: This is what I wanted  
5/24/19, 11:56 AM - PDG&: Let them fight  
5/24/19, 12:18 PM - Romil Ramgaria Barc: Am stepping out since key discussions are done  
5/24/19, 12:18 PM - PDG&: Ok  
5/24/19, 3:28 PM - PDG&: Mubin has ratted us out  
5/24/19, 3:28 PM - PDG&: Clear  
5/24/19, 3:28 PM - PDG&: But don't do anything now  
5/24/19, 3:29 PM - PDG&: I had asked you for a list on what all Mubin had lies and got exposed  
5/24/19, 3:29 PM - PDG&: Reasons why we stopped trusting him  
5/24/19, 3:47 PM - Romil Ramgaria Barc: 1) Nil viewing addback  
2) Manual validation  
3) Deviations in panel  
There were few more - let me recollect  
5/24/19, 3:47 PM - PDG&: He has even said how old people are being used out and new coteries being formed  
5/24/19, 3:47 PM - PDG&: Yes let's be ready with list  
5/24/19, 3:48 PM - PDG&: Also we need to talk on premium panel when you are back  
5/24/19, 3:48 PM - PDG&: Shashi had a thought  
5/24/19, 3:48 PM - Romil Ramgaria Barc: Ok  
5/24/19, 3:48 PM - PDG&: But Mubin and Paritosh threat is serious  
5/24/19, 3:49 PM - Romil Ramgaria Barc: Hmm. Ok  
5/24/19, 3:50 PM - PDG&: Night viewing  
Same day delayed viewing - +1 channel challenge  
5/24/19, 5:15 PM - PDG&: Paritosh has told punit That weekly mails go to scienaptic fir validation  
5/24/19, 5:15 PM - PDG&: 8Y"  
5/24/19, 5:21 PM - Romil Ramgaria Barc: Half info is always harmful for either parties  
5/24/19, 5:25 PM - PDG&: Yes so we have to handle him properly  
5/24/19, 5:25 PM - PDG&: Asked Manashi to check his mails  
5/24/19, 5:25 PM - Romil Ramgaria Barc: Ok  
5/24/19, 7:29 PM - PDG&: We need to meet Punit with a logical presentation on data flow  
5/24/19, 7:29 PM - PDG&: Start from what all could happen in market place  
5/24/19, 7:30 PM - PDG&: What our tech can detect e.g abnormal viewing time

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## Chat With Romil Ramgaria

5/24/19, 7:30 PM - PDG&@: What our tech cannot - landing , dual LCN  
 5/24/19, 7:30 PM - PDG&@: Then how does data flow happen  
 5/24/19, 7:31 PM - PDG&@: Which part is manual and why  
 5/24/19, 7:31 PM - PDG&@: Complex algo  
 5/24/19, 7:31 PM - PDG&@: Results indicating it's not biased - same Rzero va  
 Rfinal  
 5/24/19, 7:32 PM - PDG&@: When are you back  
 5/24/19, 7:32 PM - PDG&@: Will fix meeting after that  
 5/24/19, 7:37 PM - Romil Ramgaria Barc: Back Monday. Best to fix meeting on  
 Thursday if possible  
 5/24/19, 7:47 PM - PDG&@: Ok you know madam roshni  
 5/24/19, 7:47 PM - PDG&@: Pls brief someone to start work on ppt  
 5/25/19, 9:51 AM - Romil Ramgaria Barc: Am back on Monday evening in Mumbai - so  
 in office on Tuesday. Will get the ppt done and circulate by tomorrow/Monday  
 5/25/19, 9:59 AM - PDG&@: Can I clearly say sports nand GEC is clean  
 5/25/19, 9:59 AM - PDG&@: No manual intervention  
 5/25/19, 9:59 AM - PDG&@: Have a call today  
 5/25/19, 12:11 PM - Romil Ramgaria Barc: Yes absolutely  
 5/25/19, 12:15 PM - PDG&@: We should start the ppt by saying we started with  
 RSMB model and gave to PT  
 5/25/19, 12:15 PM - PDG&@: He failed  
 5/25/19, 12:17 PM - Romil Ramgaria Barc: Ok. We had put an RFP also for it. To  
 which Paritosh had also presented  
 5/25/19, 12:17 PM - Romil Ramgaria Barc: And others also  
 5/25/19, 12:17 PM - Romil Ramgaria Barc: We finally chose PT  
 5/25/19, 12:17 PM - PDG&@: Yes  
 5/25/19, 12:17 PM - Romil Ramgaria Barc: Let me put those only - will have to  
 figure who will have it  
 5/25/19, 12:17 PM - PDG&@: All that  
 5/26/19, 8:03 PM - Romil Ramgaria Barc: <Media omitted>  
 5/27/19, 7:51 PM - Romil Ramgaria Barc: TV today - what action should we take?  
 5/27/19, 7:51 PM - Romil Ramgaria Barc: Should we ask them to respond to us and  
 prove it was a mechanical issue?  
 5/27/19, 7:52 PM - PDG&@: Did we ask them?  
 5/27/19, 7:53 PM - Romil Ramgaria Barc: We had sent them watermark failure mails  
 5/27/19, 7:53 PM - Romil Ramgaria Barc: Verbally I had asked them  
 5/27/19, 7:53 PM - PDG&@: Yes let them respond to those explaining technical  
 glitch  
 5/27/19, 7:54 PM - PDG&@: Tell vivek that other broadcasters sending stinkers  
 all over  
 5/27/19, 7:54 PM - PDG&@: We are trying to protect  
 5/27/19, 7:54 PM - PDG&@: Basically make it sound like a favour  
 5/27/19, 7:54 PM - Romil Ramgaria Barc: Yes  
 5/28/19, 5:13 PM - Romil Ramgaria Barc: <Media omitted>  
 5/28/19, 5:13 PM - Romil Ramgaria Barc: <Media omitted>  
 5/28/19, 5:13 PM - Romil Ramgaria Barc: <Media omitted>  
 5/28/19, 5:16 PM - PDG&@: Let's move mail to Punit and take approval?  
 5/28/19, 5:16 PM - PDG&@: Say it's provided for already  
 5/28/19, 5:16 PM - Romil Ramgaria Barc: Yes I think so  
 5/28/19, 5:16 PM - Romil Ramgaria Barc: Will get the mail drafted  
 5/28/19, 5:17 PM - Romil Ramgaria Barc: Need to chat on English and Hindi news  
 numbers today  
 5/28/19, 5:26 PM - Romil Ramgaria Barc: <Media omitted>  
 5/28/19, 5:26 PM - Romil Ramgaria Barc: <Media omitted>

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Chat With Romil Ramgaria

5/28/19, 6:08 PM - Romil Ramgaria Barc: Tables for Hindi News -  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:08 PM - Romil Ramgaria Barc: Counting day -  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:08 PM - Romil Ramgaria Barc: English News Numbers  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:08 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 6:58 PM - PDG&: tom 6 pm meeting with Punit on MA process  
5/28/19, 6:58 PM - PDG&: do you want Suma?  
5/28/19, 6:59 PM - Romil Ramgaria Barc: Suma or Prashant?  
5/28/19, 7:03 PM - PDG&: Whoever can explain process  
5/28/19, 7:04 PM - PDG&: Add the deloitte audit report in the ppt  
5/28/19, 7:04 PM - PDG&: Check mail  
5/28/19, 7:38 PM - PDG&: If anyone it should be Suma  
5/28/19, 7:38 PM - PDG&: For her to appreciate the pressure  
5/28/19, 7:38 PM - PDG&: Prashant doesn't take ownership anyways  
5/28/19, 7:39 PM - Romil Ramgaria Barc: Ok. Let us have both?  
5/28/19, 7:39 PM - PDG&: You decide  
5/28/19, 8:25 PM - PDG&: Pls send the mail to India today for record  
5/28/19, 8:44 PM - PDG&: Had suggested Suma and Prashant some changes  
5/28/19, 8:44 PM - PDG&: On the MA presentation  
5/28/19, 8:45 PM - PDG&: Pls ask them to send it  
5/28/19, 9:37 PM - Romil Ramgaria Barc: This looks like revised status at overall week level  
5/28/19, 9:37 PM - Romil Ramgaria Barc: Difficult to bring up RB further  
5/28/19, 9:37 PM - Romil Ramgaria Barc: <Media omitted>  
5/28/19, 9:39 PM - PDG&: Reduce INDIA?  
5/28/19, 9:40 PM - PDG&: Can I get a printout of last 6-8 weeks cuts on hindi and English news  
5/28/19, 9:40 PM - PDG&: To show Sanjay  
5/28/19, 9:41 PM - PDG&: This should be part of MA ppt too  
5/28/19, 9:49 PM - Romil Ramgaria Barc: Yes ok  
5/29/19, 12:52 PM - Romil Ramgaria Barc: You should ask him to come on IBF board  
5/29/19, 1:22 PM - PDG&: Told  
5/29/19, 1:28 PM - PDG&: So we don't put any filters for Landing page now onwards?  
5/29/19, 1:28 PM - PDG&: What should be our pov  
5/29/19, 1:29 PM - Romil Ramgaria Barc: Legally speaking yes - but I think to maintain sanctity of consumer behaviour and tends I think we should continue with that  
5/29/19, 1:30 PM - Romil Ramgaria Barc: Should we pose that question to tech comm?  
5/29/19, 1:30 PM - PDG&: Let's ask techcomm for a view  
5/29/19, 1:30 PM - PDG&: Yes  
5/29/19, 1:51 PM - PDG&: <Media omitted>  
5/29/19, 2:44 PM - PDG&: we should send letter to NP today on distribution  
5/29/19, 2:44 PM - PDG&: pls send me a draft  
5/29/19, 4:16 PM - Romil Ramgaria Barc: <Media omitted>  
5/29/19, 6:17 PM - PDG&: Colors Gujarati issue resolved?  
5/29/19, 6:17 PM - Romil Ramgaria Barc: Yes resolved. Bikash called me and have messaged him also  
5/29/19, 6:17 PM - PDG&: Ok

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Chat With Romil Ramgaria

5/29/19, 9:20 PM - PDGÂ©: We didn't?  
 5/29/19, 9:42 PM - Romil Ramgaria Barc: Couldnâ€™t do fully minor difference in them  
 5/30/19, 9:59 AM - PDGÂ©: [https://www.business-standard.com/article/companies/chandras-may-sell-small-stake-in-zee-entertainment-to-financial-investors-119052900053\\_1.html](https://www.business-standard.com/article/companies/chandras-may-sell-small-stake-in-zee-entertainment-to-financial-investors-119052900053_1.html)  
 5/30/19, 12:29 PM - PDGÂ©:  
<https://twitter.com/rahulkanwal/status/1133974071744634880?s=08>  
 5/30/19, 12:29 PM - PDGÂ©:  
<https://twitter.com/rahulkanwal/status/1133976027515052032?s=08>  
 5/30/19, 12:29 PM - PDGÂ©: ask Vikas to get him trolled  
 5/30/19, 12:40 PM - Romil Ramgaria Barc: While nos. in India will be what they will be, over nite UK BARB for May 23rd are attached..  
<https://www.bizasialive.com/overnights-ndtv-24x7-triumphs-in-india-elections-coverage-in-uk/>  
 5/30/19, 12:40 PM - PDGÂ©: Yes sent me too  
 5/30/19, 12:40 PM - PDGÂ©: Ignored  
 5/30/19, 12:40 PM - Romil Ramgaria Barc: Yup  
 5/30/19, 3:04 PM - Romil Ramgaria Barc: <Media omitted>  
 5/30/19, 7:23 PM - PDGÂ©: Punit approved  
 5/30/19, 7:25 PM - Romil Ramgaria Barc: Yes sending it to all  
 5/30/19, 7:25 PM - PDGÂ©: Wait a bit  
 5/30/19, 7:25 PM - PDGÂ©: Let me see shashis reaction  
 5/30/19, 7:25 PM - Romil Ramgaria Barc: Ok  
 5/30/19, 7:29 PM - PDGÂ©: <Media omitted>  
 5/31/19, 6:58 AM - Romil Ramgaria Barc: Should we send the mail out on landing page to all?  
 5/31/19, 6:59 AM - PDGÂ©: Let's send around 10  
 5/31/19, 6:59 AM - Romil Ramgaria Barc: Ok  
 5/31/19, 6:59 AM - PDGÂ©: Shashi is avoiding the answer  
 5/31/19, 6:59 AM - Romil Ramgaria Barc: Are you free to chat?  
 5/31/19, 6:59 AM - PDGÂ©: Yes  
 5/31/19, 7:11 AM - PDGÂ©: What time to what time is the ohd  
 5/31/19, 7:12 AM - Romil Ramgaria Barc: 11â€™1  
 5/31/19, 7:12 AM - PDGÂ©: K  
 5/31/19, 10:03 AM - Romil Ramgaria Barc: <Media omitted>  
 5/31/19, 10:06 AM - PDGÂ©: 8Y-8  
 5/31/19, 11:39 AM - Romil Ramgaria Barc: I think we should make the same presentation of yesterday to Gupta and Sharma  
 5/31/19, 11:39 AM - Romil Ramgaria Barc: On data validation process  
 5/31/19, 11:42 AM - Romil Ramgaria Barc: May be show the news data also - to show neutrality?  
 5/31/19, 11:42 AM - PDGÂ©: After this announcement today?8Y-8  
 5/31/19, 11:42 AM - Romil Ramgaria Barc: Which announcement?  
 5/31/19, 11:45 AM - PDGÂ©: No Landing page outliers  
 5/31/19, 11:45 AM - Romil Ramgaria Barc: Yup  
 5/31/19, 11:46 AM - Romil Ramgaria Barc: We should also show them premium panel and OOH  
 5/31/19, 11:46 AM - Romil Ramgaria Barc: What was the objective etc  
 5/31/19, 11:46 AM - PDGÂ©: Yes an update meeting  
 5/31/19, 11:55 AM - PDGÂ©: You didn't get back on Elbert  
 5/31/19, 11:57 AM - Romil Ramgaria Barc: Havenâ€™t had the chance to speak to him. Want to do in person. Itâ€™s been chaotic last few days. But on radar

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## Chat With Romil Ramgaria

5/31/19, 11:57 AM - Romil Ramgaria Barc: Will ask him clearly if he is there or not there

5/31/19, 11:57 AM - PDGÂ©: and he has to resign now

5/31/19, 11:57 AM - PDGÂ©: no more time can be given

5/31/19, 11:58 AM - PDGÂ©: for him to procrastinate

5/31/19, 11:58 AM - Romil Ramgaria Barc: Yes absolutely

5/31/19, 6:56 PM - Romil Ramgaria Barc: Heard from someone that Rajat has still got in roads in PMO. He was not only jathley dependent

5/31/19, 6:57 PM - Romil Ramgaria Barc: Also the recent PM interview doing so well has worked for him

5/31/19, 6:57 PM - Romil Ramgaria Barc: Shantanu separately was saying that govt is contemplating a overall content committee in which he can play a role

5/31/19, 6:57 PM - PDGÂ©: this i also thought

5/31/19, 6:57 PM - Romil Ramgaria Barc: Let's see

5/31/19, 6:58 PM - PDGÂ©: rahul joshi, avinash and arnab all have an opposite view

5/31/19, 6:58 PM - Romil Ramgaria Barc: Hmmm -

5/31/19, 6:58 PM - PDGÂ©: dont know

5/31/19, 6:58 PM - Romil Ramgaria Barc: Hope thats true - also need to take chances at time

5/31/19, 6:58 PM - PDGÂ©: and also these things can change overnight

5/31/19, 6:59 PM - PDGÂ©: politicians are nobodys permanent friends

5/31/19, 6:59 PM - Romil Ramgaria Barc: Yeah

5/31/19, 6:59 PM - PDGÂ©: yes

6/2/19, 10:52 AM - Romil Ramgaria Barc: Have spoken to PT - I am thinking of taking PT through the process first

6/2/19, 10:58 AM - PDGÂ©: Yes

6/2/19, 10:58 AM - PDGÂ©: Maybe same ppt with some exclusions

6/2/19, 11:07 AM - Romil Ramgaria Barc: Yes

6/2/19, 6:07 PM - Romil Ramgaria Barc: Top News of this week: News & Analysis of Lok Sabha results, Fire at coaching centre in Surat, Murder of Smriti Irani's aide Surendra Singh, Cricket World Cup, Swearing-in ceremony of the new Modi government & news about allocation of Ministerial berths &

6/2/19, 6:07 PM - Romil Ramgaria Barc: <Media omitted>

6/2/19, 6:07 PM - Romil Ramgaria Barc: <Media omitted>

6/2/19, 6:07 PM - Romil Ramgaria Barc: <Media omitted>

6/2/19, 6:16 PM - PDGÂ©: Is this final Hindi?

6/2/19, 7:25 PM - Romil Ramgaria Barc: Yes so far

6/2/19, 7:30 PM - PDGÂ©: So it didn't change much

6/2/19, 7:30 PM - PDGÂ©: Is the brief clear to team?

6/2/19, 7:30 PM - Romil Ramgaria Barc: Hindi till mid week was looking wonky. In the weekly number it's looking fine

6/2/19, 7:31 PM - Romil Ramgaria Barc: Yes - landing is being left. Outliers are being controlled equally for all

6/2/19, 7:31 PM - PDGÂ©: Ok

6/2/19, 7:31 PM - Romil Ramgaria Barc: English has gone full haywire

6/2/19, 7:31 PM - PDGÂ©: Yes

6/2/19, 7:32 PM - Romil Ramgaria Barc: I am more worried about the genre number being so high - higher then election week - the highest ever genre number till date

6/2/19, 7:32 PM - Romil Ramgaria Barc: Ranking is one thing - but looks very odd

6/2/19, 7:32 PM - PDGÂ©: Apparently there was a NBA call on Saturday - but hardly anyone attended

6/2/19, 7:33 PM - PDGÂ©: Yes

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Chat With Romil Ramgaria

6/2/19, 7:33 PM - Romil Ramgaria Barc: Hmm ok  
6/2/19, 7:33 PM - PDG&: But ranking change would have irritated people more  
6/2/19, 7:33 PM - Romil Ramgaria Barc: Yes in Hindi it's ok - but enfligh will definitely irritate - specially times now and republic  
6/2/19, 7:33 PM - PDG&: Yes  
6/2/19, 7:34 PM - PDG&: It will reach ministry  
6/2/19, 7:34 PM - Romil Ramgaria Barc: Yes definitely  
6/2/19, 7:34 PM - Romil Ramgaria Barc: I think we should align TRAI and MIB before?  
6/2/19, 7:34 PM - PDG&: Yes but carefully  
6/3/19, 10:10 AM - Romil Ramgaria Barc: Aaditya was unwell over the weekend and today also  
6/3/19, 10:10 AM - Romil Ramgaria Barc: Priya is operating out of Delhi since her father might undergo heart treatment - tests on  
6/3/19, 10:11 AM - Romil Ramgaria Barc: ITV story has come out well  
6/3/19, 10:12 AM - PDG&: Yes  
6/3/19, 9:58 PM - PDG&: Need that mail on news genre  
6/3/19, 9:58 PM - PDG&: Is this the first week post IPL? That's why GEC rise?  
6/3/19, 9:59 PM - Romil Ramgaria Barc: No second week. Week 21 was the first week  
6/4/19, 11:23 AM - PDG&: <Media omitted>  
6/4/19, 11:23 AM - Romil Ramgaria Barc: Yea read it  
6/4/19, 11:24 AM - Romil Ramgaria Barc: More pressure  
6/4/19, 11:24 AM - PDG&: yes  
6/4/19, 11:24 AM - PDG&: and hence losing it  
6/4/19, 11:24 AM - Romil Ramgaria Barc: Yes  
6/4/19, 1:25 PM - PDG&: News mail?  
6/4/19, 1:30 PM - Romil Ramgaria Barc: Yes sending in a while  
6/4/19, 4:07 PM - Romil Ramgaria Barc: Will skip the yes bank meet  
6/4/19, 4:07 PM - Romil Ramgaria Barc: In the ratings meet  
6/4/19, 4:08 PM - PDG&: Ok  
6/4/19, 4:08 PM - PDG&: Needed to check on Blockchain  
6/4/19, 4:08 PM - PDG&: What's the status  
6/4/19, 4:09 PM - Romil Ramgaria Barc: POC are on with lodestar. Starting with Madison also soon. Mani is meeting Madison on Thursday  
6/4/19, 4:10 PM - Romil Ramgaria Barc: Yes bank we can take as a banking parent  
6/4/19, 4:10 PM - Romil Ramgaria Barc: Partner  
6/4/19, 4:10 PM - Romil Ramgaria Barc: But we needed a block chain solution. And not a workflow solution  
6/4/19, 5:10 PM - PDG&: they had one request - dont do this blockchain thing with Kotak  
6/4/19, 5:10 PM - PDG&: 8Y-8  
6/4/19, 5:10 PM - PDG&: they may reduce interest rate  
6/4/19, 5:16 PM - Romil Ramgaria Barc: 8Y-8 8Y-8 8Y-8  
6/4/19, 5:30 PM - PDG&: are we tracking mubin and Paritoshs movements?  
6/4/19, 7:34 PM - Romil Ramgaria Barc: Atul meeting:  
1. MIB contemplating whether it should regulate Landing Page. As per them, TDSAT ruling says TRAI doesnt have jurisdiction over that. But govt does. But should it? Is there a need to regulate? They are internally discussing  
2. Atul asked me if I could give him a perspective on LP. A written note or something that can help MIB as input. I think we need to tweak the comments we gave to TRAI before I can share with him?

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## Chat With Romil Ramgaria

3. MIB contemplating bringing Uplink/Downlink guidelines under Cable Act to give them statutory basis.

4. On TV5, nothing has come back from the channel. So the matter lies settled as of now. And now that Rathore is not there any more, unlikely they will get same access as earlier.

5. TRAI OHD - he was aware. He said we should have strong grounds to defend our system, and that there should be only one agency. He again mentioned Jio putting pressure to allow them to get into measurement.

6/4/19, 7:34 PM - Romil Ramgaria Barc: Read the Last point

6/4/19, 8:51 PM - PDGAC: This mail you forwarded - is that the mail you want to send punit and shashi?

6/4/19, 8:51 PM - Romil Ramgaria Barc: Yes

6/4/19, 8:51 PM - PDGAC: You send them

6/4/19, 8:51 PM - Romil Ramgaria Barc: Ok

6/4/19, 9:09 PM - PDGAC: <https://www.moneylife.in/article/rbi-bars-auditor-sr-batliboi-and-co-from-bank-audits/57341.html>

6/4/19, 9:55 PM - PDGAC: <Media omitted>

6/5/19, 11:39 AM - Romil Ramgaria Barc: <Media omitted>

6/5/19, 11:39 AM - Romil Ramgaria Barc: in addition to this we have one more video, which is positive and the hh has confessed. but there the investigator is slightly more forceful. on its own that video may not stand, but all three videos put together are strong evidence in UP.

6/5/19, 12:00 PM - PDGAC: Let's get more

6/5/19, 12:00 PM - PDGAC: Should I send this to punit and shashi

6/5/19, 12:00 PM - Romil Ramgaria Barc: We have got three till now

6/5/19, 12:00 PM - Romil Ramgaria Barc: Two are clear

6/5/19, 12:00 PM - Romil Ramgaria Barc: One is on the edge from discom standpoint

6/5/19, 12:00 PM - Romil Ramgaria Barc: But may not be from PG standpoint

6/5/19, 12:01 PM - Romil Ramgaria Barc: Should we take them to discom?

6/5/19, 12:01 PM - PDGAC: Let me send this?

6/5/19, 12:01 PM - PDGAC: Will tell you

6/5/19, 12:01 PM - Romil Ramgaria Barc: Yes ok

6/5/19, 12:02 PM - Romil Ramgaria Barc: 4 min 30 sec he confessed that they are receiving Rs 500 per month

6/5/19, 12:02 PM - PDGAC: Yes

6/5/19, 4:43 PM - PDGAC: <Media omitted>

6/5/19, 4:43 PM - PDGAC: <Media omitted>

6/5/19, 4:46 PM - Romil Ramgaria Barc: ॐ५-३

6/5/19, 6:15 PM - Romil Ramgaria Barc: This message was deleted

6/5/19, 6:15 PM - Romil Ramgaria Barc: We can stop the NTO decks now na?

6/5/19, 6:16 PM - PDGAC: Yes I guess

6/5/19, 7:55 PM - PDGAC: How do I get out of isa meeting

6/5/19, 7:55 PM - PDGAC: Should I write?

6/5/19, 8:01 PM - Romil Ramgaria Barc: Yes I think so

6/6/19, 10:14 AM - Romil Ramgaria Barc: We are heading up

6/6/19, 10:15 AM - PDGAC: Ok

6/6/19, 10:30 AM - Romil Ramgaria Barc: Looks like he was not aware. But good to take him through

6/6/19, 10:30 AM - Romil Ramgaria Barc: Looks like PG agenda only

6/6/19, 10:51 AM - Romil Ramgaria Barc: As on 3 June

Hsm 29.2

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## Chat With Romil Ramgaria

Hsm rural 25.1

Hsm urban 4.1

6/6/19, 10:51 AM - Romil Ramgaria Barc: Rural has been reducing from 26 to 25.  
But urban is still at 4

6/6/19, 10:51 AM - Romil Ramgaria Barc: <Media omitted>

6/6/19, 10:52 AM - Romil Ramgaria Barc: In our BMW Currently for freedish -  
29.2mn compared to 30mn we state

6/6/19, 10:52 AM - Romil Ramgaria Barc: It was 35-36 - bought it down

6/6/19, 10:52 AM - PDG&: K

6/6/19, 4:42 PM - Romil Ramgaria Barc: PAC definitions, vigilance mechanism,  
control group logic - three issues raised by PT - will brief you

6/6/19, 4:43 PM - PDG&: Ok

6/6/19, 4:43 PM - PDG&: Are they planning to start from BI?

6/6/19, 4:45 PM - Romil Ramgaria Barc: Don't think they have spoken again. We  
will have to set this. We should restrict it to validation

6/6/19, 4:45 PM - PDG&: Let's talk when you are free

6/6/19, 6:48 PM - Romil Ramgaria Barc: Shailendra Jha

6/6/19, 6:49 PM - Romil Ramgaria Barc: JIO guy speaking in MIB - figuring out  
who he is

6/7/19, 3:36 PM - PDG&: Pls send me a para on those Brit/Swede auditors

6/7/19, 3:36 PM - PDG&: Have to suggest in place of these

6/7/19, 3:36 PM - PDG&: Past experience etc

6/7/19, 4:42 PM - PDG&: Apart from Republic no heavyweights in that list

6/7/19, 5:00 PM - PDG&: Talk to me later on landing, Blockchain

6/7/19, 7:07 PM - Romil Ramgaria Barc: <Media omitted>

6/7/19, 7:09 PM - PDG&: What's this

6/7/19, 7:11 PM - Romil Ramgaria Barc: He is asking for board approval for the  
LP algo change - will handle but didn't like this language

6/7/19, 7:11 PM - PDG&: Hmmm

6/7/19, 7:11 PM - PDG&: It can go to Techcomm

6/7/19, 7:12 PM - PDG&: Let's develop and try first

6/7/19, 7:12 PM - Romil Ramgaria Barc: Yes absolutely. But currently tech comm  
decisions also need to go board na

6/7/19, 7:12 PM - PDG&: How long will it take

6/7/19, 7:12 PM - PDG&: Weird but yes

6/7/19, 7:12 PM - PDG&: Will see

6/7/19, 7:13 PM - Romil Ramgaria Barc: Yes

6/7/19, 7:13 PM - Romil Ramgaria Barc: Will come to know by Monday/Tuesday

6/10/19, 6:16 PM - Romil Ramgaria Barc: Will brief you on the ISA meeting also

6/10/19, 6:16 PM - PDG&: Will call on way back

6/10/19, 6:17 PM - Romil Ramgaria Barc: Yes Pk

6/10/19, 10:58 PM - PDG&: <Media omitted>

6/10/19, 10:58 PM - PDG&: Mirror now - such growth?

6/11/19, 7:00 AM - Romil Ramgaria Barc: Yes landing for mirror now

6/11/19, 10:51 AM - PDG&: <https://www.livemint.com/companies/news/essel-group-races-to-meet-dues-deadline-1560190516067.html>

6/11/19, 11:05 AM - PDG&: where are we on the one min removal for high reach  
channels

6/11/19, 11:07 AM - Romil Ramgaria Barc: have just sent you an email - one run  
being tested this week..

6/11/19, 11:44 AM - Romil Ramgaria Barc: <Media omitted>

6/11/19, 2:12 PM - PDG&: meeting punit and shashi this eve

6/11/19, 2:13 PM - PDG&: check one thing - is CNN News18 ATS coming down due to  
landing?

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## Chat With Romil Ramgaria

6/11/19, 2:13 PM - Romil Ramgaria Barc: Yes will check - vikas also reached out  
 6/11/19, 5:08 PM - Romil Ramgaria Barc: <Media omitted>  
 6/11/19, 5:08 PM - Romil Ramgaria Barc: ATS for CNN has reduced and even impression gap between CNN and republic are lower  
 6/11/19, 5:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/11/19, 5:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/11/19, 5:16 PM - Romil Ramgaria Barc: <Media omitted>  
 6/11/19, 8:03 PM - Romil Ramgaria Barc: Can you forward me the mail you sent to PG - want to send some portion of that to DSK  
 6/11/19, 8:05 PM - PDGAC: Just did  
 6/11/19, 10:45 PM - PDGAC: Shashis idea - to wrote to board that we will revert back to old method till the oversight committee is on place  
 6/11/19, 10:45 PM - PDGAC: In place  
 6/12/19, 7:08 AM - Romil Ramgaria Barc: These two are not linked na? No point linking na  
 6/12/19, 7:37 AM - PDGAC: He says it will be two birds in one stone  
 6/12/19, 7:38 AM - PDGAC: Since Punit wants oversight and it will help us to say it's already monitored by third party  
 6/12/19, 9:54 AM - PDGAC: What I am not getting is what will MIB achieve by delaying rating release  
 6/12/19, 9:54 AM - PDGAC: Can Shantanu try and assess that?  
 6/12/19, 9:54 AM - PDGAC: From sahay  
 6/12/19, 9:55 AM - Romil Ramgaria Barc: Yes ok  
 6/12/19, 9:56 AM - PDGAC: Tell him about Khares call  
 6/12/19, 9:57 AM - Romil Ramgaria Barc: Yes briefed him yesterday only  
 6/12/19, 9:57 AM - Romil Ramgaria Barc: Have asked him to meet sahay  
 6/12/19, 9:57 AM - Romil Ramgaria Barc: And assess this  
 6/12/19, 9:57 AM - PDGAC: Ok  
 6/12/19, 9:57 AM - Romil Ramgaria Barc: Also sending you a redraft of board note with oversight committee piece  
 6/12/19, 10:00 AM - PDGAC: Ok  
 6/12/19, 11:55 AM - PDGAC: Send a photo of the mail to Vikas - dont forward  
 6/12/19, 12:32 PM - Romil Ramgaria Barc: Sahay not saying on phone. He said he will call me over to his office to speak later in the day  
 6/12/19, 12:32 PM - Romil Ramgaria Barc: But I have also heard Minister has got involved in the conversation. He is meeting people over today/tomorrow, and therefore Ministry wants one more day  
 6/12/19, 12:37 PM - PDGAC: Sahai just called  
 6/12/19, 12:37 PM - PDGAC: Asking for status  
 6/12/19, 12:37 PM - PDGAC: Told him I have written two mails to board  
 6/12/19, 12:37 PM - Romil Ramgaria Barc: Status for delay?  
 6/12/19, 12:37 PM - PDGAC: Will call him in eve on that after we hear some views  
 6/12/19, 5:15 PM - Romil Ramgaria Barc: Payments are a big issue. No payments happen on time  
 6/12/19, 5:16 PM - Romil Ramgaria Barc: And even revenue documentation should be lessened  
 6/12/19, 5:33 PM - Romil Ramgaria Barc: P&G wants RLD data - will chat  
 6/12/19, 5:35 PM - PDGAC: Hav we checked - if weighting grid is given by Nielsen etc  
 6/12/19, 5:35 PM - Romil Ramgaria Barc: No. Will check  
 6/12/19, 9:46 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/19, 9:46 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/19, 9:48 PM - PDGAC: Hindi?  
 6/12/19, 9:48 PM - PDGAC: Punit is creating issues again

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Chat With Romil Ramgaria

6/12/19, 9:48 PM - Romil Ramgaria Barc: Coming  
 6/12/19, 9:48 PM - Romil Ramgaria Barc: Why?  
 6/12/19, 9:48 PM - PDG&C: Saying vote was other way  
 6/12/19, 9:48 PM - Romil Ramgaria Barc: How come?  
 6/12/19, 9:48 PM - Romil Ramgaria Barc: I thought it was 5/3  
 6/12/19, 9:49 PM - PDG&C: Yes told him that  
 6/12/19, 9:49 PM - Romil Ramgaria Barc: He is taking few votes as non commital is it?  
 6/12/19, 9:49 PM - PDG&C: Maybe  
 6/12/19, 9:49 PM - PDG&C: Told him then stop news rating  
 6/12/19, 9:49 PM - PDG&C: And let's do a call Tom or day after  
 6/12/19, 9:49 PM - Romil Ramgaria Barc: So what are we doing tomorrow?  
 6/12/19, 9:50 PM - PDG&C: You keep both data sets ready  
 6/12/19, 9:54 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/19, 9:54 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/19, 9:54 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/19, 9:57 PM - Romil Ramgaria Barc: One more rerun going for English news for cnn. Some outliers pending  
 6/12/19, 9:58 PM - PDG&C: How did news18 hindi rise so much  
 6/12/19, 9:58 PM - PDG&C: Reach or ATS  
 6/12/19, 9:58 PM - PDG&C: People will watch out for Tom and there could be a lot of criticism  
 6/12/19, 10:09 PM - Romil Ramgaria Barc: Reach and ATS both - it has dropped compared to last week but lesser compared to competition  
 6/12/19, 10:12 PM - PDG&C: Pls get all the other logic in place  
 6/12/19, 10:12 PM - PDG&C: Too many articles may happen  
 6/13/19, 6:19 AM - Romil Ramgaria Barc: <Media omitted>  
 6/13/19, 8:38 AM - PDG&C: From Monday we should start oversight committee with Nakul and PT  
 6/13/19, 8:39 AM - PDG&C: Nakul not in town so will start later  
 6/13/19, 8:39 AM - PDG&C: Let's start with PT on Monday  
 6/13/19, 8:39 AM - Romil Ramgaria Barc: Ok  
 6/13/19, 8:56 AM - PDG&C: Calls now from Shashi Vempati and Sahai  
 6/13/19, 8:57 AM - PDG&C: Just confirming that it's old method and release at 11  
 6/13/19, 8:57 AM - PDG&C: Told both it's a short term thing - board will decide  
 6/13/19, 9:06 AM - PDG&C: Sunil Kataria called - he is so confused  
 6/13/19, 9:12 AM - Romil Ramgaria Barc:   
 6/13/19, 9:14 AM - PDG&C: When is info mail going out  
 6/13/19, 9:14 AM - Romil Ramgaria Barc: 11  
 6/13/19, 9:14 AM - Romil Ramgaria Barc: Along with the data release mail  
 6/13/19, 9:14 AM - PDG&C: Pls ask someone to send me screenshot  
 6/13/19, 9:14 AM - Romil Ramgaria Barc: Don't want to send separately to gather attention  
 6/13/19, 9:14 AM - PDG&C: Ok  
 6/13/19, 9:14 AM - Romil Ramgaria Barc: Ok  
 6/13/19, 11:30 AM - Romil Ramgaria Barc: <Media omitted>  
 6/13/19, 7:12 PM - Romil Ramgaria Barc: Don't think we should respond to tv today on   
 6/13/19, 7:12 PM - PDG&C:   
 6/13/19, 7:12 PM - Romil Ramgaria Barc: We have always said there is an algo - which we are now saying reach outliers. In our response we will say   
 outliers only  
 6/13/19, 7:12 PM - PDG&C: Yes  
 6/13/19, 7:12 PM - Romil Ramgaria Barc: Rama called up. Was upset on News18

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 [Signatures]



Chat With Romil Ramgaria

6/13/19, 7:13 PM - PDG&@: Reach outlier algo  
6/13/19, 7:13 PM - Romil Ramgaria Barc: I actually blasted on her  
6/13/19, 7:13 PM - PDG&@: Good  
6/13/19, 7:13 PM - Romil Ramgaria Barc: So avinash May come back -  
6/13/19, 7:13 PM - PDG&@: We should cut her to size  
6/13/19, 7:13 PM - Romil Ramgaria Barc: She is coming to meet the team tomorrow  
6/13/19, 7:13 PM - PDG&@: You blast her  
6/13/19, 7:13 PM - Romil Ramgaria Barc: Both Vivek and Rama calling continuously on news18 only  
6/13/19, 7:13 PM - PDG&@: Team should be cordial  
6/13/19, 7:14 PM - Romil Ramgaria Barc: Amit shah also called from star plus - was concerned whether they should take landing for star plus if it gets muted  
6/13/19, 7:14 PM - Romil Ramgaria Barc: Told him for bigger channels it doesn't impact -  
6/13/19, 7:14 PM - Romil Ramgaria Barc: But don't take landing for star movies etc  
6/13/19, 7:14 PM - Romil Ramgaria Barc: Yes absolutely  
6/13/19, 7:42 PM - Romil Ramgaria Barc: Venkats pre application Visa for HK there are some issues. Will get to know tomorrow. Else will send Elbert since 18th is TRAI meeting else Shantanu could have gone  
6/13/19, 7:42 PM - Romil Ramgaria Barc: Rozario May have to travel to Nigeria as the MIB there are inviting us  
6/13/19, 7:43 PM - Romil Ramgaria Barc: Since basil is new to both Vivek M and Venkat/Eli, I would suggest let Milind also go - anyways he is in Singapore any will only take sin-HK flight  
6/13/19, 7:44 PM - Romil Ramgaria Barc: Hence cost is very low anyways  
6/13/19, 7:45 PM - Romil Ramgaria Barc: Or may be Varun can go rather then Elbert  
6/13/19, 7:46 PM - PDG&@: Ok  
6/13/19, 8:14 PM - PDG&@: You could expose Varun too  
6/13/19, 8:16 PM - Romil Ramgaria Barc: Yes I also think so  
6/13/19, 8:24 PM - PDG&@: Mahesh from sun called  
6/13/19, 8:24 PM - PDG&@: Many are confused  
6/13/19, 8:24 PM - PDG&@: Clarified  
6/13/19, 8:42 PM - Romil Ramgaria Barc: Ok  
6/13/19, 9:26 PM - Romil Ramgaria Barc: <Media omitted>  
6/13/19, 9:26 PM - Romil Ramgaria Barc: Free dish now in BMW broadly looks ok  
6/13/19, 9:26 PM - Romil Ramgaria Barc: 4 mn HSM Urban and 23.9 mn in HSM rural  
6/13/19, 9:27 PM - PDG&@: Can we say externally it's reducing?  
6/13/19, 9:27 PM - Romil Ramgaria Barc: Yes -  
6/13/19, 9:28 PM - PDG&@: 30 to 28?  
6/13/19, 9:28 PM - Romil Ramgaria Barc: Had received the query from star and indicated same - reduced in May and some more in June  
6/13/19, 9:28 PM - Romil Ramgaria Barc: Given this direction people will expect it to keep reducing  
6/13/19, 9:28 PM - PDG&@: Yes that said 33 to 30  
6/13/19, 9:28 PM - Romil Ramgaria Barc: However we will not now till we do our new BI  
6/13/19, 9:28 PM - Romil Ramgaria Barc: Yes - 33 PRE NTO to 30 in May and roughly 29 in June  
6/13/19, 9:29 PM - PDG&@: Ok  
6/14/19, 10:15 AM - PDG&@: Punit has given ok to write to board on oversight committee please do a small draft  
6/14/19, 10:19 AM - Romil Ramgaria Barc: Ok

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Chat With Romil Ramgaria

6/14/19, 10:20 AM - PDG&@: Two paras  
6/14/19, 10:20 AM - PDG&@: Why and what  
6/14/19, 10:20 AM - PDG&@: See my mail too  
6/14/19, 11:42 AM - PDG&@: give me a couple of points on Rama i should tell  
avinash  
6/14/19, 4:30 PM - Romil Ramgaria Barc: You have also sent the format to NP for  
the subs  
6/14/19, 4:36 PM - PDG&@: Yee  
6/14/19, 4:37 PM - PDG&@: Yesterday itself  
6/14/19, 4:37 PM - Romil Ramgaria Barc: Ok  
6/14/19, 4:42 PM - PDG&@: Check barc handle twitter notifications  
6/14/19, 5:05 PM - PDG&@: What could be terms of reference  
6/14/19, 5:06 PM - PDG&@: Get Prashant to draft one  
6/14/19, 7:23 PM - Romil Ramgaria Barc: <Media omitted>  
6/14/19, 8:39 PM - Romil Ramgaria Barc: <Media omitted>  
6/14/19, 8:59 PM - Romil Ramgaria Barc: Can you send me Vivek Khanna's number  
please  
6/14/19, 9:00 PM - PDG&@: Vivek Khanna India Today.vcf (file attached)  
6/14/19, 9:02 PM - Romil Ramgaria Barc: Have spoken to him  
6/14/19, 9:11 PM - PDG&@: Ok  
6/14/19, 9:50 PM - PDG&@: <Media omitted>  
6/15/19, 2:27 PM - Romil Ramgaria Barc: Should we get republic to reach out to  
all board members?  
6/15/19, 2:27 PM - Romil Ramgaria Barc: They will again feel we are pushing  
6/15/19, 2:27 PM - Romil Ramgaria Barc: Look at Bharat's mail - Bengali  
connection -  
6/15/19, 2:28 PM - Romil Ramgaria Barc: Why can't they link with Vempati also  
being marked on the mail -  
6/15/19, 2:28 PM - Romil Ramgaria Barc: And I Venkat anyway is always against  
6/15/19, 2:28 PM - PDG&@: No  
6/15/19, 2:29 PM - Romil Ramgaria Barc: That's what I am saying. Vikas is  
trying to reach the one who are against -  
6/15/19, 2:29 PM - PDG&@: Nakul says he is on substance abuse  
6/15/19, 2:29 PM - Romil Ramgaria Barc: Which might not be a good idea  
6/15/19, 2:29 PM - Romil Ramgaria Barc: But that's Bharat always  
6/15/19, 2:29 PM - PDG&@: Agree  
6/15/19, 2:29 PM - PDG&@: Yes  
6/15/19, 2:29 PM - Romil Ramgaria Barc: And Bharat and Nakul anyways don't gel  
6/15/19, 2:29 PM - Romil Ramgaria Barc: But Bharat speaks  
6/15/19, 2:42 PM - PDG&@: Yes  
6/15/19, 3:44 PM - Romil Ramgaria Barc: <Media omitted>  
6/15/19, 3:46 PM - PDG&@: We can just give the bios of these two in a single  
page  
6/15/19, 3:46 PM - PDG&@: For Nakul pls add president of aaii and ex Chairman of  
barc india  
6/15/19, 3:47 PM - PDG&@: For PT pls add his IIT Kanpur and IIM Bangalore creds  
6/15/19, 3:48 PM - Romil Ramgaria Barc: Our nil viewing algo doesn't seem to  
working properly  
6/15/19, 3:48 PM - Romil Ramgaria Barc: We are seeing drop in reporting sample  
by 10% which also co relates with ground switch off  
6/15/19, 3:48 PM - Romil Ramgaria Barc: But overall reach has not dropped  
6/15/19, 3:49 PM - Romil Ramgaria Barc: People are questioning and this may  
become another discussion point  
6/15/19, 3:49 PM - Romil Ramgaria Barc: Yesterday even at V18 this was raised

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Chat With Romil Ramgaria

6/15/19, 3:49 PM - PDG@: How is that  
 6/15/19, 3:49 PM - Romil Ramgaria Barc: While currently we deflected to BI and IBF mail etc  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: Overall TV reach pre and post NTO for us is same na at 600mn - daily reach  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: Interplay of free and pay is there  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: But overall also it should drop ideally  
 6/15/19, 3:50 PM - PDG@: You are saying algo not working?  
 6/15/19, 3:50 PM - PDG@: How come  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: Since itâ€™s 15% there is a problem  
 6/15/19, 3:50 PM - PDG@: So reach should drop?  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: It should have been higher during this period  
 6/15/19, 3:50 PM - Romil Ramgaria Barc: Yes it should drop  
 6/15/19, 3:51 PM - Romil Ramgaria Barc: Itâ€™s like the TN cyclone situation  
 6/15/19, 3:51 PM - PDG@: What's the problem  
 6/15/19, 3:51 PM - Romil Ramgaria Barc: While we modified it for such events like it happened in Orissa etc - however total TV because of NTO we didnâ€™t  
 6/15/19, 3:51 PM - PDG@: Who made this - scienaptic?  
 6/15/19, 3:52 PM - Romil Ramgaria Barc: Sceinaptic made basis what we want  
 6/15/19, 3:52 PM - Romil Ramgaria Barc: There is a fundamental logic issue  
 6/15/19, 3:52 PM - PDG@: Maybe we didn't test it out properly  
 6/15/19, 3:52 PM - Romil Ramgaria Barc: And NTO is reflecting very well in sample but because of this not reflecting in output  
 6/15/19, 3:53 PM - PDG@: How can we investigate this and set this right  
 6/15/19, 3:53 PM - Romil Ramgaria Barc: Have already put Derrick on the job - also tech  
 6/15/19, 3:53 PM - PDG@: Ok  
 6/15/19, 3:53 PM - Romil Ramgaria Barc: We will have to do this over the next 6-8 weeks  
 6/15/19, 3:53 PM - PDG@: Give them timelones  
 6/15/19, 3:53 PM - PDG@: To correct  
 6/15/19, 3:54 PM - Romil Ramgaria Barc: Yes  
 6/15/19, 4:06 PM - Romil Ramgaria Barc: <Media omitted>  
 6/15/19, 4:07 PM - Romil Ramgaria Barc: have added in the last page  
 6/15/19, 4:09 PM - PDG@: It's cleared by them?  
 6/15/19, 4:10 PM - Romil Ramgaria Barc: No - will get it cleared individually  
 6/15/19, 4:10 PM - PDG@: Yes better  
 6/17/19, 12:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/17/19, 2:23 PM - PDG@: why is elbert and aaditya not there? this meeting is not in their calendar?  
 6/17/19, 2:28 PM - Romil Ramgaria Barc: Aaditya is in a meeting with Gayatri on PP. Elbert is on leave. Need to check if the calendersation happened after checking -  
 6/17/19, 2:28 PM - Romil Ramgaria Barc: But currently no point doing without them  
 6/17/19, 2:34 PM - PDG@: yes its no point  
 6/17/19, 2:35 PM - PDG@: but if one has sent the calendar invite they must make it a point to change things to meet - unless on leave  
 6/17/19, 2:35 PM - PDG@: i thought elbert just came back from marriage leave 8Ym,  
 6/17/19, 5:10 PM - PDG@: Thought - should we put out a poll out on what does the industry think - should barc moderate Landing pages data or let it be  
 6/17/19, 5:10 PM - PDG@: More to prove that the world is divided on this

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## Chat With Romil Ramgaria

6/17/19, 5:11 PM - PDG&@: Will keep the conversation on  
 6/17/19, 5:11 PM - PDG&@: Till board meeting  
 6/17/19, 7:48 PM - Romil Ramgaria Barc: We can do a one on one survey with the clients - but the risk will be that Many will ask for the basis, how will you treat reach outliers due to genuine increase Etc etc  
 6/17/19, 7:49 PM - Romil Ramgaria Barc: The house is divided just because of the mails only from Network18 and times  
 6/17/19, 7:49 PM - Romil Ramgaria Barc: Do you want me for the atul meeting or am skipping is ok?  
 6/17/19, 7:51 PM - PDG&@: Skip it  
 6/17/19, 7:51 PM - Romil Ramgaria Barc: Ok  
 6/17/19, 7:52 PM - Romil Ramgaria Barc: Also conversation we should deflect to premium and IIM and roadshows in the next few weeks  
 6/17/19, 7:53 PM - PDG&@: Yes  
 6/17/19, 7:53 PM - PDG&@: We need positive conversations - premium will give that and divert attention  
 6/17/19, 8:11 PM - PDG&@: Our social media handle has gone totally silent  
 6/17/19, 9:51 PM - Romil Ramgaria Barc: Yes. Will start the teaser campaign on Friday and will get some buzz going around premium  
 6/17/19, 9:51 PM - Romil Ramgaria Barc: I was thinking let's start our Frolle things also -  
 6/17/19, 9:51 PM - PDG&@: Yes start  
 6/17/19, 9:51 PM - Romil Ramgaria Barc: Anyways we are publishing data on website  
 6/17/19, 9:52 PM - PDG&@: Just quietly start  
 6/17/19, 9:52 PM - Romil Ramgaria Barc: Yes  
 6/18/19, 8:50 AM - PDG&@: ??  
 6/18/19, 8:52 AM - Romil Ramgaria Barc: 1) myopic - getting into small issues 2) language not right - we will pull out of ratings etc 3) LV Tata sky Zapr much better 4) only speaks and not willing to listen  
 6/18/19, 8:56 AM - PDG&@: K  
 6/18/19, 9:04 AM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 9:04 AM - Romil Ramgaria Barc: You may want to send this to NP  
 6/18/19, 9:04 AM - Romil Ramgaria Barc: It has data for this week also  
 6/18/19, 9:05 AM - Romil Ramgaria Barc: Lot of changes in rankings this week - both GEC and news  
 6/18/19, 9:07 AM - PDG&@: On Thursday? Or earlier  
 6/18/19, 9:07 AM - Romil Ramgaria Barc: You can send it tomorrow may be  
 6/18/19, 9:07 AM - PDG&@: Zee also on fastway I read  
 6/18/19, 9:07 AM - Romil Ramgaria Barc: Yes for one month  
 6/18/19, 9:08 AM - Romil Ramgaria Barc: As free promotion  
 6/18/19, 9:08 AM - PDG&@: And it's showing  
 6/18/19, 9:08 AM - Romil Ramgaria Barc: Yes  
 6/18/19, 9:09 AM - Romil Ramgaria Barc: Also we have to start saying in conversations that not all reach growth is treated as outliers - if there is genuine distribution change like this then it goes fully - even for small genres  
 6/18/19, 9:10 AM - Romil Ramgaria Barc: And hence though process can detect reach growth but it needs to be checked for distribution improvement or landing  
 6/18/19, 9:10 AM - PDG&@: Yes  
 6/18/19, 9:10 AM - PDG&@: Have been saying that  
 6/18/19, 9:10 AM - Romil Ramgaria Barc: Yes ok  
 6/18/19, 9:11 AM - PDG&@: Disti and content is always checked before declaring anything as outlier  
 6/18/19, 9:11 AM - Romil Ramgaria Barc: Yes

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Chat With Romil Ramgaria

6/18/19, 9:11 AM - PDG&@: Or else Abhinandan wouldn't happen  
 6/18/19, 9:11 AM - Romil Ramgaria Barc: But we can possibly quote these also  
 6/18/19, 9:11 AM - PDG&@: Yes agree  
 6/18/19, 9:11 AM - Romil Ramgaria Barc: Fastway and abhinandan  
 6/18/19, 9:11 AM - PDG&@: Like star plus earlier  
 6/18/19, 9:11 AM - Romil Ramgaria Barc: Yes  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: This week there will be more stress from colors and star plus  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: Colors is no 5  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: Sab has grown  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: Hindi news also - Bharat is no 5  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: Will get into news reasons  
 6/18/19, 9:12 AM - PDG&@: Saw  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: GEC looks ok  
 6/18/19, 9:12 AM - PDG&@: Why plus  
 6/18/19, 9:12 AM - Romil Ramgaria Barc: Plus because of zee growth and gap reducing  
 6/18/19, 9:37 AM - PDG&@: Check this  
 6/18/19, 1:12 PM - PDG&@: What's the average cost per hour of acquired content for avod, esp international content  
 6/18/19, 1:12 PM - PDG&@: And what's the difference in the cost of acquired content and original content for avod  
 6/18/19, 1:12 PM - PDG&@: Any idea?  
 6/18/19, 1:12 PM - Romil Ramgaria Barc: Original content depends on multiple things - it can range anywhere between 50-60L per hour to 2-3cr  
 6/18/19, 1:13 PM - Romil Ramgaria Barc: Acquired content will come cheap - again factors like scale, how old, popular etc  
 6/18/19, 1:14 PM - PDG&@: Any yardsticks or examples in these?  
 6/18/19, 1:14 PM - Romil Ramgaria Barc: 23rd July will be the meeting most likely with the MMA board. Would you want to be there  
 6/18/19, 1:14 PM - Romil Ramgaria Barc: In original and acquired?  
 6/18/19, 1:14 PM - PDG&@: Yes  
 6/18/19, 1:14 PM - PDG&@: Acquired international old content say  
 6/18/19, 1:14 PM - PDG&@: And original international  
 6/18/19, 1:14 PM - Romil Ramgaria Barc: Series and not movies?  
 6/18/19, 1:15 PM - PDG&@: For what - digital measurement?  
 6/18/19, 1:15 PM - PDG&@: Both  
 6/18/19, 1:15 PM - Romil Ramgaria Barc: Tv plus digital  
 6/18/19, 1:15 PM - PDG&@: Why are they trying to meet? Have they sent a mail?  
 6/18/19, 1:16 PM - Romil Ramgaria Barc: They will be sending a mail with agenda  
 6/18/19, 1:16 PM - Romil Ramgaria Barc: Can decide then -  
 6/18/19, 1:16 PM - Romil Ramgaria Barc: But Himanshu had told this when we met last  
 6/18/19, 1:17 PM - Romil Ramgaria Barc: Did he indicate this to you during your meeting? How was your meeting with him  
 6/18/19, 1:18 PM - PDG&@: Oh Indonesia?  
 6/18/19, 1:18 PM - Romil Ramgaria Barc: Yes  
 6/18/19, 1:18 PM - PDG&@: I was wondering  
 6/18/19, 1:20 PM - PDG&@: Yes maybe - my date is free - if you think it's ripe enough  
 6/18/19, 1:21 PM - Romil Ramgaria Barc: Will get the date blocked for the time being. Will decide in a week  
 6/18/19, 1:22 PM - PDG&@: Ok  
 6/18/19, 1:22 PM - PDG&@: Any idea on this

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## Chat With Romil Ramgaria

6/18/19, 1:23 PM - Romil Ramgaria Barc: Yes getting some estimates - Indian original will range from 50L to 2cr  
 6/18/19, 1:24 PM - Romil Ramgaria Barc: International originals can be much more expensive - around 2-6cr per episode - depends on actors directors etc again  
 6/18/19, 1:24 PM - Romil Ramgaria Barc: Getting for acquired content also  
 6/18/19, 1:27 PM - Romil Ramgaria Barc: We would need to leave around 230  
 6/18/19, 1:27 PM - PDGAS: Yes  
 6/18/19, 1:27 PM - Romil Ramgaria Barc: We will go and place order while you reach  
 6/18/19, 1:27 PM - Romil Ramgaria Barc: Getting Shantanu to place for you  
 6/18/19, 1:27 PM - PDGAS: Ok  
 6/18/19, 1:27 PM - PDGAS: Which restaurant  
 6/18/19, 1:27 PM - Romil Ramgaria Barc: Bukhara  
 6/18/19, 1:34 PM - PDGAS: This sounds very high na?  
 6/18/19, 1:35 PM - Romil Ramgaria Barc: Will chat -  
 6/18/19, 4:56 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 4:56 PM - Romil Ramgaria Barc: Revised slide for NP  
 6/18/19, 6:21 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 8:37 PM - PDGAS: The figures are what change in grp week on week?  
 6/18/19, 8:38 PM - PDGAS: Or wrt pre NTO  
 6/18/19, 10:01 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 10:01 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 10:01 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 10:02 PM - Romil Ramgaria Barc: This is average daily reach. Mentioning that and resending you  
 6/18/19, 10:07 PM - Romil Ramgaria Barc: <Media omitted>  
 6/18/19, 10:07 PM - PDGAS: Week 17 no change na  
 6/18/19, 10:08 PM - PDGAS: Sony TV reduced?  
 6/18/19, 10:09 PM - Romil Ramgaria Barc: The change normally if it's mid or end of the week catches fully next week  
 6/18/19, 10:09 PM - Romil Ramgaria Barc: Like even for fastway zee - change happened end of last week and full week impact in week 24  
 6/18/19, 10:10 PM - PDGAS: Ok  
 6/19/19, 12:16 PM - Romil Ramgaria Barc: New series about 10-12k per ep  
 6/19/19, 12:16 PM - Romil Ramgaria Barc: Usd  
 6/19/19, 12:16 PM - Romil Ramgaria Barc: Library could be 1.5k or even lower actually, depends on deal size and kind of shows  
 6/19/19, 12:16 PM - Romil Ramgaria Barc: Movies library I would say ranging from \$10-20k per title  
 6/19/19, 12:19 PM - PDGAS: Ok  
 6/19/19, 12:47 PM - PDGAS: Good meeting  
 6/19/19, 12:47 PM - PDGAS: Various issues  
 6/19/19, 12:47 PM - PDGAS: Offered to give them wordings on what to write to DPOs and to BARC  
 6/19/19, 12:48 PM - PDGAS: Hindi news ranking? Any change?  
 6/19/19, 12:48 PM - Romil Ramgaria Barc: Bharat 4 - has sent you last night  
 6/19/19, 12:48 PM - PDGAS: Ok  
 6/19/19, 12:48 PM - PDGAS: Let's discuss on Zee news  
 6/19/19, 12:49 PM - PDGAS: Wondering if we should switch them off due to non payment  
 6/19/19, 12:49 PM - PDGAS: To teach Jawahar ji a lesson  
 6/19/19, 12:49 PM - PDGAS: They were asking me to come to Noida to meet Sudhir Chaudhary  
 6/19/19, 12:49 PM - PDGAS: I refused

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Chat With Romil Ramgaria

6/19/19, 12:49 PM - PDG&C: Asked them to mail what they want to say on international content  
 6/19/19, 1:04 PM - Romil Ramgaria Barc: Yes ok  
 6/19/19, 1:04 PM - Romil Ramgaria Barc: Will get a mail sent from Asti today  
 6/19/19, 1:28 PM - PDG&C: Saw the mail  
 6/19/19, 1:29 PM - PDG&C: Pls draft a mail saying no payment discussion is going on and whatever is being discussed is not linked to payment. Payment is long overdue and because of audit comments we will be forced to switch off bmw  
 6/19/19, 1:29 PM - PDG&C: Mark a copy to Vivek khanna and ashok  
 6/19/19, 1:30 PM - Romil Ramgaria Barc: Yes already told Asti.  
 6/19/19, 1:30 PM - PDG&C: Start the mail saying it's surprising to see the contents of your mail  
 6/19/19, 1:46 PM - PDG&C: <Media omitted>  
 6/19/19, 1:46 PM - PDG&C: <Media omitted>  
 6/19/19, 1:48 PM - Romil Ramgaria Barc: ॐ~\$  
 6/19/19, 1:48 PM - PDG&C: Give them three days notice and switch off  
 6/19/19, 1:49 PM - PDG&C: Di we give notice earlier?  
 6/19/19, 1:49 PM - PDG&C: Draft it legally  
 6/19/19, 2:26 PM - PDG&C: Decide how many days notice you want to give based on what all mails have gone to them  
 6/19/19, 5:12 PM - PDG&C: Who all do we need to act tough on payments?  
 6/19/19, 5:24 PM - PDG&C: Pls ask someone to show mubins mails - he is writing from barc id  
 6/19/19, 5:25 PM - Romil Ramgaria Barc: Have asked. Let me recheck  
 6/19/19, 5:25 PM - Romil Ramgaria Barc: Yes will check  
 6/19/19, 8:19 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:19 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:19 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:19 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:19 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:20 PM - PDG&C: Check Sanjay's one  
 6/19/19, 8:20 PM - PDG&C: Why did Farida say it's long  
 6/19/19, 8:30 PM - Romil Ramgaria Barc: <Media omitted>  
 6/19/19, 8:30 PM - PDG&C: Then it's ok  
 6/19/19, 8:34 PM - Romil Ramgaria Barc: Can we meet tomorrow at 1030 rather than 11. Would have to leave at 11 for the PTM ideally  
 6/19/19, 8:35 PM - PDG&C: Am ok  
 6/19/19, 8:37 PM - PDG&C: <https://www.businesstoday.in/current/corporate/hdfc-mutual-fund-to-buy-rs-500-crore-nods-of-essel-group-to-reassure-fmp-investors/story/357039.html>  
 6/19/19, 8:38 PM - PDG&C: What do you make of this?  
 6/19/19, 9:27 PM - Romil Ramgaria Barc: Transfer of liability from one entity to another of their. Pressure from SEBI towards FMP holders  
 6/19/19, 9:27 PM - PDG&C: Yes  
 6/19/19, 9:27 PM - PDG&C: But how are they doing it  
 6/19/19, 9:28 PM - PDG&C: Just few days back there was a show cause to them for allowing delay of repayments  
 6/19/19, 9:28 PM - Romil Ramgaria Barc: Transfer from HDFC FMP to HDFC AMC  
 6/19/19, 9:28 PM - PDG&C: Yes  
 6/19/19, 9:28 PM - Romil Ramgaria Barc: That's why  
 6/19/19, 9:28 PM - PDG&C: FMP got a show cause  
 6/19/19, 9:28 PM - PDG&C: Should be reprieve for zee?  
 6/19/19, 9:28 PM - Romil Ramgaria Barc: Yes. Because of that pressure they are securing FMP guy

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 [Handwritten signatures and initials]



Chat With Romil Ramgaria

6/19/19, 9:28 PM - Romil Ramgaria Barc: Not really  
 6/19/19, 9:29 PM - PDGÂ©: It's like a rollover of old bad loan thru a fresh loan  
 na  
 6/19/19, 9:36 PM - Romil Ramgaria Barc: Absolutely. Itâ€™s not right  
 6/20/19, 11:00 AM - Romil Ramgaria Barc: R. Bharat has lost the advantage of  
 lowest FCT for the first time. India News & News Nation have lower FCT this  
 week.  
 6/20/19, 11:00 AM - Romil Ramgaria Barc: <Media omitted>  
 6/20/19, 11:00 AM - Romil Ramgaria Barc: R Bharat focussed on cricket world cup  
 and it has not worked for them this week  
 6/20/19, 11:11 AM - PDGÂ©: what went out today?  
 6/20/19, 11:12 AM - PDGÂ©: seems nobody cares about cricket on news channels  
 6/20/19, 11:12 AM - PDGÂ©: thats why all those sports shows in 7 pm stopped over  
 time  
 6/20/19, 11:13 AM - Romil Ramgaria Barc: Yes - looks like - kathua was the only  
 big news last week  
 6/20/19, 11:36 AM - PDGÂ©: We should get back to Mike  
 6/20/19, 11:36 AM - PDGÂ©: We have sat on it for so long  
 6/20/19, 11:36 AM - PDGÂ©: Looks unprofessional  
 6/20/19, 11:40 AM - Romil Ramgaria Barc: Yes agree. Will chat with you today and  
 revert  
 6/20/19, 11:41 AM - PDGÂ©: Again Priya should be owning this - not you or me  
 6/20/19, 7:46 PM - PDGÂ©: Do we have reasons for ABP fall?  
 6/20/19, 7:47 PM - Romil Ramgaria Barc: <Media omitted>  
 6/20/19, 7:48 PM - Romil Ramgaria Barc: this week ABP has fallen almost similar  
 to top channels - intact bharat and zee have fallen the most  
 6/20/19, 7:48 PM - PDGÂ©: Reasons?  
 6/20/19, 7:48 PM - Romil Ramgaria Barc: they have an issue being No 6  
 fundamentally  
 6/20/19, 7:48 PM - PDGÂ©: Ok  
 6/20/19, 8:00 PM - Romil Ramgaria Barc: The big revenue for TAM of 15-20cr will  
 be Tata Sky  
 6/20/19, 8:00 PM - PDGÂ©: Yes  
 6/21/19, 3:11 PM - PDGÂ©: He stammers and doesn't sound confident  
 6/21/19, 3:15 PM - Romil Ramgaria Barc: This is the most over worked team in our  
 company  
 6/21/19, 3:22 PM - PDGÂ©: Yes  
 6/21/19, 6:48 PM - PDGÂ©: Sunil has said he will cancel trip  
 6/21/19, 6:54 PM - Romil Ramgaria Barc: Ok great  
 6/22/19, 9:37 AM - Romil Ramgaria Barc: Manashiâ€™s dad passed away  
 6/22/19, 9:39 AM - PDGÂ©: Yes she messaged  
 6/22/19, 9:39 AM - PDGÂ©: Sad thing - they went to celebrate his birthday  
 6/22/19, 9:39 AM - Romil Ramgaria Barc: Yes absolutely - really sad!  
 6/24/19, 6:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/24/19, 6:13 PM - Romil Ramgaria Barc: Very good guy - if anyone needs a CFO  
 6/24/19, 9:27 PM - PDGÂ©: Heard about msci goof up?  
 6/24/19, 9:28 PM - Romil Ramgaria Barc: Which one?  
 6/24/19, 9:28 PM - PDGÂ©: Apparently UE for PrimaVu was wrong  
 6/24/19, 9:29 PM - Romil Ramgaria Barc: It was as on 01st March 2016. It will  
 get upweighted to 2018 and hence increase by 3-4% - 7.35L will become approx  
 7.7L HH - donâ€™t think data will change much -  
 6/24/19, 9:29 PM - Romil Ramgaria Barc: Issue is with Hyderabad -  
 6/24/19, 9:29 PM - PDGÂ©: Yup

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## Chat With Romil Ramgaria

6/24/19, 9:29 PM - Romil Ramgaria Barc: Also BI 2018 was not showing right AI numbers hence they used BI 2016

6/24/19, 9:30 PM - PDG&O: With those last two mistakes I am very apprehensive now

6/24/19, 9:30 PM - PDG&O: That's why want to be sure before announcoy anything

6/24/19, 9:30 PM - PDG&O: But we need to launch before board meeting

6/24/19, 9:31 PM - Romil Ramgaria Barc: But asked them to bring it upto 01st match 2018 in line with 197mn date

6/24/19, 9:31 PM - PDG&O: Ok

6/24/19, 9:31 PM - Romil Ramgaria Barc: Also donâ€™t think this will have an impact on final viewership numbers

6/24/19, 9:31 PM - PDG&O: Yes

6/24/19, 9:31 PM - Romil Ramgaria Barc: But agree - we should be absolutely ready

6/24/19, 9:31 PM - Romil Ramgaria Barc: Briefed Vivek M Also -

6/24/19, 9:31 PM - PDG&O: But still we should get things right

6/24/19, 9:31 PM - Romil Ramgaria Barc: But will have to align tech and MA also for smooth ops on this

6/24/19, 9:31 PM - PDG&O: About?

6/24/19, 9:31 PM - Romil Ramgaria Barc: Yes

6/24/19, 9:32 PM - Romil Ramgaria Barc: About putting PP into production and checks so that it runs like factory like weekly release

6/24/19, 9:32 PM - Romil Ramgaria Barc: Itâ€™s still not in that mode

6/24/19, 9:32 PM - PDG&O: Ok

6/24/19, 9:32 PM - PDG&O: I thought Vivek Malhotra

6/24/19, 9:33 PM - Romil Ramgaria Barc: No - Vivek mishra

6/24/19, 9:33 PM - PDG&O: Got it

6/25/19, 10:05 AM - PDG&O: Absolutely unacceptable - product meetings keeps on getting cancelled and now premium panel going the same way

6/25/19, 10:10 AM - Romil Ramgaria Barc: Product meeting first was availability issue and then scheduling issue. But the team is ready I guess. PP due to the UE change - but will fix today only

6/25/19, 10:11 AM - PDG&O: We have not had a product meeting since Elbert took over

6/25/19, 10:12 AM - PDG&O: Ue change won't affect results much

6/25/19, 10:12 AM - PDG&O: We could still see dashboard

6/25/19, 10:15 AM - PDG&O: I am not liking this habit of cancelling meeting at convenience when your and my calendars are blocked

6/25/19, 10:15 AM - PDG&O: Time gets wasted and it lacks any discipline

6/25/19, 10:15 AM - PDG&O: People should work backwards on targets and timelines

6/25/19, 10:15 AM - PDG&O: If necessary thru the night to catch timelines

6/25/19, 10:16 AM - Romil Ramgaria Barc: yes agree..will talk to the team..

6/25/19, 10:18 AM - Romil Ramgaria Barc: Product meeting is there today

6/25/19, 10:18 AM - Romil Ramgaria Barc: At 1145

6/25/19, 10:24 AM - PDG&O: Yes but got cancelled a couple of times

6/25/19, 10:24 AM - PDG&O: Including yesterday

6/25/19, 10:26 AM - Romil Ramgaria Barc: Donâ€™t think because of the team - they were ready since last two times - before that it got cancelled due to Elbert and aaditya both not being there physically - I thought you had asked to cancel - will check with nitika/Vira

6/25/19, 1:23 PM - PDG&O: Is PT attending ratings meet?

6/25/19, 1:24 PM - PDG&O: How is that going

6/25/19, 3:43 PM - Romil Ramgaria Barc: <Media omitted>

6/25/19, 7:35 PM - PDG&O: Who is this

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# Chat With Romil Ramgaria

6/25/19, 8:54 PM - Romil Ramgaria Barc: PT - but mostly are sms - except calls on 26th May which is linked to oversight committee conversations  
6/25/19, 8:54 PM - PDG@: Ok  
6/25/19, 9:12 PM - PDG@: <https://www.bloombergquint.com/business/zee-entertainment-advanced-rs-1752-crore-to-stressed-promoters-last-fiscal>  
6/25/19, 9:12 PM - Romil Ramgaria Barc: Yes came yesterday  
6/26/19, 8:40 AM - PDG@: <Media omitted>  
6/26/19, 8:41 AM - PDG@: Laghates story  
6/26/19, 8:56 AM - Romil Ramgaria Barc: Yes read -  
6/26/19, 8:56 AM - Romil Ramgaria Barc: Number looks right  
6/26/19, 8:56 AM - Romil Ramgaria Barc: That's roughly 600cr annual revenue -  
6/26/19, 9:00 AM - PDG@: Yes  
6/26/19, 10:17 AM - Romil Ramgaria Barc: <https://bestmediainfo.com/2019/06/barc-s-outlier-policy-draws-flak-from-a-section-of-news-networks-for-lack-of-transparency/>  
6/26/19, 10:17 AM - Romil Ramgaria Barc: story is ok but headline and sub-headline is quite negative for us  
6/26/19, 10:17 AM - Romil Ramgaria Barc: he told you about this?  
6/26/19, 10:22 AM - PDG@: No  
6/26/19, 10:22 AM - PDG@: Suggest him to change headline  
6/26/19, 10:22 AM - PDG@: He will  
6/26/19, 10:22 AM - PDG@: Him  
6/26/19, 10:35 AM - PDG@: The technical committee people he spoke to here are surely not core Techcomm  
6/26/19, 10:35 AM - PDG@: Pls make him understand the diff  
6/26/19, 10:35 AM - PDG@: All rules cannot be exposed  
6/26/19, 3:24 PM - PDG@: <Media omitted>  
6/26/19, 5:38 PM - PDG@: Complete rubbish. Everyone followed it. We are being shafted. News 18 has no story no editorial they jump.  
6/26/19, 5:47 PM - PDG@: India tv is never affected. You know what they do. Their outliers aren't outliers. Tv 18 has no content but they are big guys so can't be touched. Aajtak can't be touched because shit will hit the ceiling if they do. Republic obviously are small players. I guess that's the view.  
6/26/19, 5:47 PM - PDG@: The entire Hindi audience shook because of Bihar. To say the channel that led it will fall is out of the question. If landing outliers are maintained then on what content basis is tv18 going up.  
6/26/19, 5:54 PM - PDG@: Don't punish REPUBLIC  
6/26/19, 5:54 PM - PDG@: There is no content on tv 18  
6/26/19, 5:54 PM - PDG@: No content in India TV  
6/26/19, 5:54 PM - PDG@: Don't reward them and punish us  
6/26/19, 5:54 PM - PDG@: This week aajtak expects us to be no 1  
6/26/19, 7:38 PM - Romil Ramgaria Barc: <Media omitted>  
6/26/19, 7:38 PM - Romil Ramgaria Barc: Sending this to Arnab?  
6/26/19, 7:43 PM - PDG@: You have to explain a bit  
6/26/19, 7:43 PM - PDG@: In words  
6/26/19, 9:04 PM - PDG@: Note: - Comparison period is Wk. 17<sup>th</sup> 19 to Wk. 20<sup>th</sup> 19 Vs. Wk. 23<sup>rd</sup> 19 to Wk. 24<sup>th</sup> 19 (Wk. 21 & Wk. 22<sup>nd</sup> 19 was counting impacted weeks)  
In last two BARC Weeks (Wk. 23 & Wk. 24<sup>th</sup> 19), News18 India has climbed to #2 position in Hindi News Genre.  
In last two weeks, News18 India's viewership has dropped by only 12%, while other leading channels have dropped by average 25%.

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## Chat With Romil Ramgaria

The REACH & TSV of News18 India has dropped lesser as compared to leading competition channels. This shows that the News18 India has got disproportionate viewership in specific markets as compared to other channels in genre. Though the Republic Bharat has running commercial duration only 12 mins/hr which is lowest in genre, but TSV of other channels are higher. (E.g. Zee News commercial inventory is 15.5 mins/hr & Republic Bharat is 12.7 mins/Hr but TSV on Zee News is 15.4 mins and Republic Bharat is 14.16 mins)

Following are markets where News18 India has maintained same viewership in Wk. 23<sup>rd</sup> to Wk. 24<sup>th</sup> compared to Wk. 17<sup>th</sup> to Wk. 20<sup>th</sup> while competition channels have dropped remarkably. The Market share of News18 India has increased with the help of landing page activity in following mentioned markets.

6/26/19, 9:04 PM - PDG@: <Media omitted>

6/26/19, 10:06 PM - Romil Ramgaria Barc: Yes vikas forwarded

6/27/19, 10:01 AM - PDG@: I ran a very detailed run last night. Tv18 landing impact is extremely obvious. Time bands and landing markets. Can show this to you and romil. Please run the outlier for them as well effectively. It's not fair to give them this leeway in Hindi. They have don't no programming to jump up unnaturally.

6/27/19, 10:05 AM - PDG@: No sir not effectively. 1. There is no content rationale behind their jump 2. This has been accompanied by their landing in their networks. 3. Makes all my efforts fruitless and utterly pointless now on.

6/27/19, 10:05 AM - PDG@: If this kind of rationalisation of landing benefits tv 18 then what am I fighting for anyway

6/27/19, 10:05 AM - PDG@: I'm not here to help tv 18

6/27/19, 10:05 AM - PDG@: Tv18 is a non entity Hindi channel. Landing has taken it to the top. If the govt cracks on landing you will still keep it at the top ?

6/27/19, 10:05 AM - PDG@: Then this is pointless

6/27/19, 10:28 AM - Romil Ramgaria Barc: News18 is a largely Punjab issue.

Sending you the data

6/27/19, 3:36 PM - PDG@: can you ask News team to give me a few points on ABP News bad performance

6/27/19, 3:36 PM - PDG@: whys

6/27/19, 3:36 PM - PDG@: will meet Avinash in the eve

6/27/19, 5:30 PM - Romil Ramgaria Barc: ABP News has dropped similar to Genre compared to previous week however the drop is higher compared to P4WA due to higher increase during election results. ABP's FCT has been the highest in the last two weeks. Higher SOD to cricket which has a lower yield. Story coverage to Encephalitis in Bihar was also given lesser focus. Other important stories such as Triple Talaq bill, Doctors strike in WB were also given lesser wtg.

6/27/19, 5:30 PM - Romil Ramgaria Barc: 1. In wk 21 (election week) ABP had grown at higher rate than others; Consequently it declined more in following weeks.

2. ABP's ATS has been low compared to other top channels

3. In HSM Rural, ABP performs well. In HSM Urban, the channel is not so strong.

4. In HSM Urban, they have low exclusive viewers (compared to other top channels)

5. Recently their major focus have been on sports; while ICC cricket world cup on news, has not really worked so well till wk 24. (only aaj tak and ABP have spent money on cricket celebrities and have special 30 minute programming).

6/27/19, 7:18 PM - Romil Ramgaria Barc: Niraj story has been quite against and some lines in the story can be ignored..

6/27/19, 7:23 PM - Romil Ramgaria Barc: Rajini will get the nielsen agreement signed with you tomorrow

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## Chat With Romil Ramgaria

6/27/19, 7:23 PM - Romil Ramgaria Barc: Am in chennai tomorrow meeting sun and puthiya

6/27/19, 7:39 PM - PDG@: Ok

6/28/19, 11:22 AM - Romil Ramgaria Barc: Mukesh will write today on TAM thing for an all party meeting between TAM board and us.

6/28/19, 11:22 AM - Romil Ramgaria Barc: Have told him to do this ASAP

6/28/19, 11:24 AM - PDG@: Ok

6/28/19, 12:06 PM - PDG@: lets fast forward the engagement with 4c - our one

6/28/19, 12:07 PM - Romil Ramgaria Barc: Yes today itself

6/28/19, 12:12 PM - PDG@: these guys seem to be doing good work

6/28/19, 12:13 PM - Romil Ramgaria Barc: Yes

6/28/19, 12:13 PM - Romil Ramgaria Barc: But they would be very expensive

6/28/19, 12:13 PM - PDG@: yes

6/28/19, 12:13 PM - PDG@: dollar billing

6/28/19, 12:13 PM - Romil Ramgaria Barc: Yes

6/28/19, 12:13 PM - Romil Ramgaria Barc: Let me get a sense post our deal how much Star is paying them

6/28/19, 12:14 PM - Romil Ramgaria Barc: Will get back to you on JIO tv

6/28/19, 12:14 PM - Romil Ramgaria Barc: Last time we had checked Hotstar and Voot was not watermarked

6/28/19, 12:14 PM - Romil Ramgaria Barc: This must be through mobile

6/28/19, 12:14 PM - Romil Ramgaria Barc: But checking

6/28/19, 12:14 PM - PDG@: from yesterdays discussion it seems - 12 plus cr will work - no longer 4

6/28/19, 12:16 PM - Romil Ramgaria Barc: My sense is they will come around 8-10. Let's see

6/28/19, 12:17 PM - PDG@: yes commercial and finance will get involved next

6/28/19, 12:18 PM - Romil Ramgaria Barc: Yes

6/28/19, 12:36 PM - PDG@: to david porter - we should pitch Advanced targetting

6/28/19, 12:36 PM - PDG@: lets think thru what else

6/28/19, 12:37 PM - PDG@: who is working on his ppt

6/28/19, 12:38 PM - Romil Ramgaria Barc: I PrimaVU, where are we on TV measurement, NTO impact, digital measurement -

6/28/19, 12:39 PM - Romil Ramgaria Barc: Pancham elbert Dinesh and myself will be in Delhi for the roadshow - will get Vivek M Pekham manoj and Derrick to attend this

6/28/19, 12:39 PM - Romil Ramgaria Barc: Pancham will put together the ppt - have told aaditya

6/28/19, 3:21 PM - Romil Ramgaria Barc: Mumbai registrations are very heavy. The Mayfair big hall has lot of pillars. Have put pressure on Neville to find out options which are not five star.

6/28/19, 3:21 PM - Romil Ramgaria Barc: Every where else done

6/28/19, 3:21 PM - Romil Ramgaria Barc: We need a 250-275 capacity hall in Mumbai

6/28/19, 3:22 PM - PDG@: Let me think

6/28/19, 3:22 PM - PDG@: Welingkar has a nice audi

6/28/19, 3:22 PM - Romil Ramgaria Barc: We tried MCA also - but they have lot of natak

6/28/19, 3:22 PM - Romil Ramgaria Barc: Blue seas?

6/28/19, 3:22 PM - PDG@: Like what - i am a member

6/28/19, 3:23 PM - Romil Ramgaria Barc: I know - Neville used that - but then you can't do this, that etc etc

6/28/19, 3:23 PM - PDG@: Ok

6/28/19, 3:23 PM - PDG@: Let's use nehru auditorium?

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## Chat With Romil Ramgaria

6/28/19, 3:24 PM - PDG@: Not what we use  
 6/28/19, 3:24 PM - PDG@: Any of the auditoriums  
 6/28/19, 3:24 PM - PDG@: There is something on jade garden too  
 6/28/19, 3:25 PM - Romil Ramgaria Barc: Nehru has a 900 pax Audi - it will look empty - but can use that  
 6/28/19, 3:25 PM - PDG@: Lower floor seating only we can open up  
 6/28/19, 3:25 PM - PDG@: Higher stalls we can keep closed  
 6/28/19, 3:25 PM - PDG@: There are other Audi's too  
 6/28/19, 3:25 PM - Romil Ramgaria Barc: Ok. Understood  
 6/28/19, 3:25 PM - PDG@: Ncpa  
 6/28/19, 3:25 PM - Romil Ramgaria Barc: They have small capacity  
 6/28/19, 3:25 PM - PDG@: Many there  
 6/28/19, 3:25 PM - PDG@: Big small  
 6/28/19, 3:26 PM - Romil Ramgaria Barc: Attendance might be a challenge - looking between Worli to andheri  
 6/28/19, 3:26 PM - PDG@: Yes  
 6/28/19, 3:26 PM - PDG@: Bandra rang sharda  
 6/28/19, 3:26 PM - PDG@: St andrews  
 6/28/19, 3:27 PM - PDG@: There must be some in BKC  
 6/28/19, 3:28 PM - PDG@: How many people are we expecting  
 6/28/19, 3:31 PM - Romil Ramgaria Barc: Around 250  
 6/28/19, 3:32 PM - Romil Ramgaria Barc: There are two batches - roughly 450 have registered - Mumbai will see turnout of approx 350-375 people  
 6/28/19, 3:32 PM - Romil Ramgaria Barc: But we need to have a capacity of 250 pax hall  
 6/28/19, 3:32 PM - PDG@: Ok  
 6/28/19, 3:32 PM - PDG@: So nehru auditorium could be in one batch all  
 6/28/19, 3:33 PM - Romil Ramgaria Barc: Yes we can do that  
 6/28/19, 3:33 PM - PDG@: Check  
 6/28/19, 3:33 PM - PDG@: Thinking of more  
 6/28/19, 3:33 PM - PDG@: Look at Welingkar  
 6/28/19, 3:33 PM - PDG@: St Andrews  
 6/28/19, 3:33 PM - Romil Ramgaria Barc: Yes  
 6/28/19, 4:12 PM - PDG@: can we launch PrimaVu on Monday  
 6/28/19, 4:12 PM - PDG@: badly wanted this launch before Board meeting  
 6/28/19, 4:22 PM - Romil Ramgaria Barc: Yes we will - between tomorrow and day after will have it fully sorted - will send you the link with explanation by Sunday  
 6/28/19, 4:22 PM - Romil Ramgaria Barc: All ok will do the PR on Monday  
 6/28/19, 4:22 PM - Romil Ramgaria Barc: Final data being run today post the hygiene checks  
 6/28/19, 4:23 PM - PDG@: Hope we are checking on dashboard  
 6/28/19, 4:23 PM - PDG@: Or else no point  
 6/28/19, 4:24 PM - Romil Ramgaria Barc: Both happening in parallel - BMW for data analysis by MA and dashboard by partnership  
 6/28/19, 4:34 PM - PDG@: sould we just prepare the answers but delay sending  
 6/28/19, 4:34 PM - PDG@: have a bad feeling he will write something negative  
 6/28/19, 4:35 PM - Romil Ramgaria Barc: I think so - the questions are too specific - and he will definitely do a negative story anyways.  
 6/28/19, 4:35 PM - Romil Ramgaria Barc: We probably should share our stock quote with some changes there  
 6/28/19, 4:36 PM - PDG@: can we establish that Industry wanted us to rationalise outliers  
 6/28/19, 4:36 PM - PDG@: all the mails that we received etc

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Chat With Romil Ramgaria

6/28/19, 4:36 PM - PDG&: we may need for legal case too  
 6/28/19, 4:36 PM - PDG&: TV18 is going for a case am sure  
 6/28/19, 4:36 PM - Romil Ramgaria Barc: Yes TV18 for sure -  
 6/28/19, 4:37 PM - Romil Ramgaria Barc: And times will put all the oil from the backyard  
 6/28/19, 4:37 PM - PDG&: even to board and press - we should slip in - on demand from industry  
 6/28/19, 4:37 PM - PDG&: pls tell Rajini to prepare for the case and get these mails in place  
 6/28/19, 4:37 PM - Romil Ramgaria Barc: Yes ok  
 6/28/19, 4:38 PM - Romil Ramgaria Barc: I think in the stock quote we can mention that many stakeholders are against the influence because of this  
 6/28/19, 4:38 PM - PDG&: and has been demanding this  
 6/28/19, 4:38 PM - Romil Ramgaria Barc: Yes  
 6/28/19, 5:05 PM - PDG&: This could include Sudhanshus comments in board that Landing page related outliers should be cut down  
 6/28/19, 5:06 PM - PDG&: Also told Rajini to talk to you and build a case on why outlier rules can't be discussed with board and Techcomm - since broadcasters are sitting there and can use the logic to manipulate  
 6/28/19, 5:08 PM - Romil Ramgaria Barc: But on our mail later he was against it  
 6/28/19, 5:08 PM - PDG&: Yes he was  
 6/28/19, 5:08 PM - PDG&: But earlier in Board remember?  
 6/28/19, 5:08 PM - Romil Ramgaria Barc: Yes - will need to check if that was minutes  
 6/28/19, 5:08 PM - PDG&: Yes  
 6/28/19, 5:08 PM - Romil Ramgaria Barc: Minuted  
 6/28/19, 5:20 PM - Romil Ramgaria Barc: This story is just not dying  
 6/28/19, 5:20 PM - PDG&: Yes it's going on and on  
 6/28/19, 5:20 PM - Romil Ramgaria Barc: And the questions are only getting sharper  
 6/28/19, 5:20 PM - PDG&: Motivated  
 6/28/19, 5:20 PM - Romil Ramgaria Barc: Yes -  
 6/28/19, 5:20 PM - PDG&: We should use the industry sources say board and Techcomm should not know outlier rules  
 6/28/19, 5:21 PM - PDG&: And why  
 6/28/19, 8:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/28/19, 8:17 PM - PDG&: Ass  
 6/29/19, 9:57 AM - Romil Ramgaria Barc: PT came yesterday and reviewed English news  
 6/29/19, 9:58 AM - Romil Ramgaria Barc: He was quite satisfied. Spoke to him as well  
 6/29/19, 10:01 AM - PDG&: K  
 6/29/19, 10:42 AM - PDG&: He saw last week's numbers or current  
 6/29/19, 10:46 AM - Romil Ramgaria Barc: Current week process  
 6/29/19, 10:47 AM - PDG&: Ok  
 6/30/19, 6:36 PM - Romil Ramgaria Barc: The release will go to the board around 7 and then 30 mins later to media  
 6/30/19, 6:36 PM - Romil Ramgaria Barc: None of the print may carry it because it will be close  
 6/30/19, 6:37 PM - Romil Ramgaria Barc: But online and trade will  
 6/30/19, 6:38 PM - PDG&: Ok  
 6/30/19, 6:40 PM - PDG&: Is it Viewing Minutes or Viewing in minutes  
 6/30/19, 6:40 PM - Romil Ramgaria Barc: Arnab was asking what should we do to rate well even in PP 8Y-8

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## Chat With Romil Ramgaria

6/30/19, 6:40 PM - PDG&: 8Y~,,  
 6/30/19, 6:40 PM - Romil Ramgaria Barc: Viewing Minutes. We need to remove IN  
 6/30/19, 6:40 PM - PDG&: Yes  
 6/30/19, 7:57 PM - PDG&: We told Techcomm about viewing minutes right?  
 6/30/19, 7:57 PM - PDG&: Minuted?  
 6/30/19, 7:59 PM - Romil Ramgaria Barc: We had told for PP - let me check if  
 minuted. But not for CP which we are anyways placing in the board also  
 6/30/19, 7:59 PM - PDG&: Ok  
 6/30/19, 7:59 PM - PDG&: Check for pv  
 6/30/19, 8:26 PM - PDG&: Should we mention in release - that this is not in PV  
 should not be confused with CP  
 6/30/19, 8:26 PM - PDG&: In some form  
 6/30/19, 8:26 PM - Romil Ramgaria Barc: Not in PV?  
 6/30/19, 8:27 PM - PDG&: Sorry that PV is not part of CP  
 6/30/19, 8:27 PM - PDG&: And that would continue as it is  
 6/30/19, 8:27 PM - PDG&: PV is a separate and new product  
 6/30/19, 8:28 PM - Romil Ramgaria Barc: Ok  
 6/30/19, 8:36 PM - Romil Ramgaria Barc: Minutes only capture that we discussed  
 the reporting variables - doesn't mention man minutes specially - since we  
 presented man minuted  
 6/30/19, 8:37 PM - PDG&: Ok  
 7/1/19, 6:17 PM - Romil Ramgaria Barc: <Media omitted>  
 7/1/19, 6:24 PM - Romil Ramgaria Barc: <Media omitted>  
 7/1/19, 6:25 PM - Romil Ramgaria Barc: <Media omitted>  
 7/1/19, 6:34 PM - PDG&: Another Paritosh in the making  
 7/1/19, 8:56 PM - Romil Ramgaria Barc:  
<https://www.bloomberg.com/news/articles/2019-07-01/bain-is-said-to-emerge-as-leading-bidder-for-wpp-s-kantar-unit>  
 7/1/19, 8:57 PM - PDG&: Hmmm  
 7/1/19, 9:35 PM - PDG&: Gents I am in USA for my deal & was intended to return  
 tomorrow but have to delay to the weekend. Do u want to go ahead with the  
 meeting or reschedule to next week?  
 7/1/19, 9:35 PM - PDG&: Punit  
 7/1/19, 9:35 PM - PDG&: What do you feel  
 7/1/19, 9:37 PM - Romil Ramgaria Barc: Comcast is almost getting closed  
 7/1/19, 9:37 PM - PDG&: Hmmm  
 7/1/19, 9:38 PM - Romil Ramgaria Barc: Punit being there is important but again  
 need to check quorum etc  
 7/2/19, 9:50 AM - Romil Ramgaria Barc: are we doing the board meeting on  
 thursday?  
 7/2/19, 9:51 AM - PDG&: Want to take a call by end of day  
 7/2/19, 9:51 AM - PDG&: We should go ahead without punit  
 7/2/19, 9:51 AM - PDG&: I made Sunil cancel his trip  
 7/2/19, 9:51 AM - PDG&: Waiting for Nitika to tell me attendance  
 7/2/19, 10:04 AM - PDG&: New cuts being released, pay - free, IIMC report on  
 sampling, Landing page issue and yearly accounts adoption  
 7/2/19, 10:04 AM - PDG&: These are the main points in Board this time right?  
 7/2/19, 10:49 AM - PDG&: Now Barun Das coming back to zee news  
 7/2/19, 10:50 AM - Romil Ramgaria Barc: 8Y~\$ I thought bagga was joining back tv  
 today  
 7/2/19, 10:50 AM - PDG&: He has been spreading that for last six months  
 7/2/19, 10:51 AM - PDG&: But i see no sign  
 7/2/19, 10:51 AM - Romil Ramgaria Barc: Ya

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## Chat With Romil Ramgaria

7/2/19, 10:51 AM - Romil Ramgaria Barc: KP doesn't want to leave and have not put DB in the front  
 7/2/19, 10:51 AM - PDG&: Yes  
 7/2/19, 10:52 AM - PDG&: What i understand DB doesn't want to be in front too  
 7/2/19, 10:52 AM - Romil Ramgaria Barc: Yeah - typical finance guy ðŸ™Š  
 7/2/19, 10:52 AM - PDG&: Yeah  
 7/2/19, 10:52 AM - PDG&: Will hold all powers but not be in front  
 7/2/19, 10:52 AM - Romil Ramgaria Barc: Yes  
 7/2/19, 11:34 AM - PDG&: Who is this IBC guy giving quotes everywhere  
 7/2/19, 11:40 AM - Romil Ramgaria Barc: Don't know. Let me check  
 7/2/19, 12:01 PM - Romil Ramgaria Barc: TRAI team taking 4:30 flight. The OHD is on, as of now  
 7/2/19, 12:01 PM - Romil Ramgaria Barc: But attendance is going to be very thin...only 30 people have registered...5 toh are from BARC only ðŸ™Š  
 7/2/19, 12:01 PM - Romil Ramgaria Barc: Looks like Gupta wants to come to Mumbai  
 7/2/19, 12:01 PM - PDG&: ðŸ™ŠðŸ™Š  
 7/2/19, 1:08 PM - PDG&: NP is also doubtful  
 7/2/19, 1:09 PM - PDG&: So suggest keep two sets ready - NP and Sanjay  
 7/2/19, 1:12 PM - Romil Ramgaria Barc: Sanjay is already proxy for Uday  
 7/2/19, 1:12 PM - PDG&: He can be for IBF too?  
 7/2/19, 1:13 PM - PDG&: Shashi Vempati will also join unless rains hamper  
 7/2/19, 1:13 PM - PDG&: Punit - Will attend  
 Sudhanshu - Will attend  
 Bharat - will not attend  
 Venkat - Will attend on Webex  
 Sanjay - Will attend  
 NP - will attend  
 Ashish - will attend  
 Shashi v - Not yet confirmed  
 Nakul- waiting for one last confirmation  
 Sunil - will attend  
 7/2/19, 1:13 PM - PDG&: From Nitika  
 7/2/19, 1:14 PM - Romil Ramgaria Barc: Let me check  
 7/2/19, 2:49 PM - Romil Ramgaria Barc: News18 dropping quite significantly in PHCHP and few other markets also. Almost back to pre landing levels except 1/2-gap is also high with Bharat -  
 7/2/19, 2:50 PM - PDG&: Table?  
 7/2/19, 2:52 PM - PDG&: Saw  
 7/2/19, 2:52 PM - PDG&: Any scope on India TV?  
 7/2/19, 2:54 PM - PDG&: Overall HSM - fall highest on Bharat  
 7/2/19, 3:03 PM - Romil Ramgaria Barc: <Media omitted>  
 7/2/19, 3:03 PM - Romil Ramgaria Barc: Fall is the least for Bharat  
 7/2/19, 3:04 PM - PDG&: 27  
 7/2/19, 3:04 PM - PDG&: P4w  
 7/2/19, 3:05 PM - PDG&: ?  
 7/2/19, 3:09 PM - Romil Ramgaria Barc: We hv 2 shareholders, we can not hv 1 person representing both as proxy.  
 Ibf, sudhanshu is attending  
 7/2/19, 3:09 PM - Romil Ramgaria Barc: So we will also need to keep in mind that we atleast need 2 members from IBF for board meeting  
 7/2/19, 3:09 PM - Romil Ramgaria Barc: Its a reach growth lead for India tv across 4 markets  
 7/2/19, 3:09 PM - Romil Ramgaria Barc: ATS is in control  
 7/2/19, 3:09 PM - Romil Ramgaria Barc: Bharat almost zero controls



## Chat With Romil Ramgaria

7/2/19, 3:10 PM - PDG&A: Content led?  
 7/2/19, 3:10 PM - Romil Ramgaria Barc: Not really  
 7/2/19, 3:11 PM - Romil Ramgaria Barc: But across markets and days and reach lead and hence the challenge  
 7/2/19, 3:11 PM - PDG&A: Hmmm  
 7/2/19, 3:11 PM - Romil Ramgaria Barc: <Media omitted>  
 7/2/19, 3:11 PM - PDG&A: So trendwise what made republic bharat lose no 3 slot  
 7/2/19, 3:12 PM - Romil Ramgaria Barc: Their FCT advantage has been lost. Last week was too much weightage in Bihar. Across 4 weeks the only piece I can think is FCT - let me get some content analysis  
 7/2/19, 5:54 PM - PDG&A: Pls call  
 7/2/19, 6:36 PM - Romil Ramgaria Barc: Tried calling. Not reachable  
 7/2/19, 6:50 PM - PDG&A: Pls call on whatsapp  
 7/3/19, 11:34 AM - Romil Ramgaria Barc: [http://www.adageindia.in/media/tdsat-did-not-legalize-landing-page-it-just-set-aside-trais-direction/articleshow/70050855.cms?utm\\_source=social\\_whatsapp&utm\\_medium=social\\_share&utm\\_campaign=Click\\_through\\_social\\_share](http://www.adageindia.in/media/tdsat-did-not-legalize-landing-page-it-just-set-aside-trais-direction/articleshow/70050855.cms?utm_source=social_whatsapp&utm_medium=social_share&utm_campaign=Click_through_social_share)

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[https://widget.whatsbroadcast.com/widget\\_more/4b4413e4b5c6c542bbfa9fe10d0c3e7a/?show=walink&text=\\$Ref\\_1&t=1555584461](https://widget.whatsbroadcast.com/widget_more/4b4413e4b5c6c542bbfa9fe10d0c3e7a/?show=walink&text=$Ref_1&t=1555584461)  
 7/3/19, 11:39 AM - Romil Ramgaria Barc: <Media omitted>  
 7/3/19, 11:39 AM - Romil Ramgaria Barc: <Media omitted>  
 7/3/19, 11:39 AM - Romil Ramgaria Barc: <Media omitted>  
 7/3/19, 11:40 AM - Romil Ramgaria Barc: the gap was too much - team controlled the outliers best possible  
 7/3/19, 11:40 AM - Romil Ramgaria Barc: But would have lead to touching zee news which we normally don't  
 7/3/19, 1:20 PM - PDG&A: Ok  
 7/3/19, 1:20 PM - PDG&A: Tell Arnab how his drop has been least  
 7/3/19, 1:21 PM - Romil Ramgaria Barc: Yes - will tell Vikas  
 7/3/19, 1:59 PM - PDG&A: Pls energise the comms team  
 7/3/19, 1:59 PM - PDG&A: They are just sleeping  
 7/3/19, 1:59 PM - PDG&A: No proactive responses  
 7/3/19, 2:00 PM - PDG&A: No proactive posts  
 7/3/19, 2:00 PM - PDG&A: What is this  
 7/3/19, 4:41 PM - Romil Ramgaria Barc: Will brief you on nil viewing add backs  
 7/3/19, 4:41 PM - PDG&A: K  
 7/4/19, 11:13 AM - PDG&A: Has PV data been validated? Shows India TV nol  
 7/4/19, 11:13 AM - Romil Ramgaria Barc: Yes - but lead by reach - ATS is ok -  
 7/4/19, 11:13 AM - PDG&A: Sounds weird na  
 7/4/19, 7:10 PM - Romil Ramgaria Barc: It was decided that board shall await the recommendation of the oversight committee and the existing process shall continue till then.  
 7/4/19, 7:23 PM - PDG&A: pls send me the SOP document  
 7/4/19, 7:24 PM - Romil Ramgaria Barc: Yes Prashant is sending it across  
 7/4/19, 7:25 PM - PDG&A: ok  
 7/4/19, 7:31 PM - Romil Ramgaria Barc: <Media omitted>  
 7/5/19, 9:12 AM - Romil Ramgaria Barc: we should invite Shashi sir also for the Mumbai roadshow na?  
 7/5/19, 9:12 AM - Romil Ramgaria Barc: May be all three core tech comm members?  
 7/5/19, 9:12 AM - PDG&A: Yes  
 7/5/19, 9:12 AM - PDG&A: He will not but invite

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Chat With Romil Ramgaria

7/5/19, 9:27 AM - Romil Ramgaria Barc: Am doing the roadshow prep today at 10. It's first rehearsal today and roadshow on Monday. Hence may not be joining the legal meet. Will take an update from team.  
 7/5/19, 9:28 AM - PDG@: I have ask rbfor legal meet to be rescheduled to eve  
 7/5/19, 9:28 AM - Romil Ramgaria Barc: Ok  
 7/5/19, 10:26 AM - PDG@: Pls do have someone check on the 8 million drop. Many thanks  
 7/5/19, 10:26 AM - PDG@: Zee news  
 7/5/19, 10:35 AM - PDG@: clearly motivated by times and tv18

<https://www.exchange4media.com/media-tv-news/barc-india-board-meets-but-no-decision-on-landing-page-row-97880.html>

7/5/19, 11:09 AM - PDG@: Wion classification?  
 7/5/19, 11:09 AM - PDG@: What status after this week?  
 7/5/19, 11:10 AM - PDG@: Can we ask them to sign a declaration that they will have 60% international content and we will have the right to remove them from the category if we find them not complying  
 7/5/19, 11:11 AM - PDG@: We can follow this process for anyone asking for change of category  
 7/5/19, 11:35 AM - Romil Ramgaria Barc: <Media omitted>  
 7/5/19, 11:35 AM - Romil Ramgaria Barc: 51 people from group m attending the prima VU webex across india  
 7/5/19, 11:36 AM - PDG@: Hmmm  
 7/5/19, 11:42 AM - Romil Ramgaria Barc: Should we lift our ban on fair usage guidelines?  
 7/5/19, 11:42 AM - PDG@: Just quietly revert back to old document  
 7/5/19, 11:42 AM - Romil Ramgaria Barc: Because people are still not using it strictly?  
 7/5/19, 11:42 AM - PDG@: No announcement needed  
 7/5/19, 11:42 AM - Romil Ramgaria Barc: And will start informing them verbally  
 7/5/19, 11:42 AM - Romil Ramgaria Barc: Will tell the team  
 7/5/19, 11:43 AM - PDG@: Yesterday Board also confirmed right?  
 7/5/19, 11:43 AM - PDG@: That all is normal  
 7/5/19, 11:43 AM - PDG@: Minutes should smartly reflect that  
 7/5/19, 11:43 AM - Romil Ramgaria Barc: Yes ok  
 7/5/19, 11:44 AM - PDG@: Let's do after minutes are circulated  
 7/5/19, 3:11 PM - PDG@: any discussion with Vivek after that?  
 7/5/19, 3:11 PM - PDG@: Dinesh now trying to reach  
 7/5/19, 3:13 PM - Romil Ramgaria Barc: He is calling me now. Will update  
 7/5/19, 3:14 PM - PDG@: ok  
 7/5/19, 4:05 PM - Romil Ramgaria Barc: Nil viewing, landing page and TAM and Vivek M  
 7/5/19, 4:05 PM - Romil Ramgaria Barc: WILL CHAT  
 7/5/19, 4:06 PM - PDG@: vivek M - asap since i have to call back Dinesh  
 7/7/19, 12:05 PM - Romil Ramgaria Barc: <Media omitted>  
 7/7/19, 12:07 PM - PDG@: Try and end with power statements  
 7/7/19, 12:07 PM - PDG@: We should make a slide with all product logos  
 7/7/19, 12:07 PM - PDG@: Pls send me the final video  
 7/7/19, 12:07 PM - Romil Ramgaria Barc: Ok  
 7/7/19, 12:07 PM - Romil Ramgaria Barc: One slide with most logos are there - just before PV section  
 7/7/19, 12:08 PM - Romil Ramgaria Barc: Ok  
 7/7/19, 12:08 PM - PDG@: Ok  
 7/7/19, 1:13 PM - Romil Ramgaria Barc: <Media omitted>

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## Chat With Romil Ramgaria

7/7/19, 1:13 PM - Romil Ramgaria Barc: Sharing the final yumi video. Quality would be slightly low because of compression

7/7/19, 3:07 PM - Romil Ramgaria Barc: For the PV promotion, should we buy first space of ITV newsletter every day and give the data insights there also?

7/8/19, 1:33 PM - PDG&: Pls make product team create the comparison tables - genewise tables as in PV dashboard - with A and A1,A2

7/8/19, 1:33 PM - PDG&: Team has to own it and take over from CFT

7/8/19, 1:33 PM - PDG&: Apparently they are saying they don't have time which is bullshit

7/8/19, 1:36 PM - Romil Ramgaria Barc: Yes agree - now it has to run like CP between product MA tech and all

7/8/19, 1:37 PM - PDG&: yes and the analysis should be done by Product

7/8/19, 1:57 PM - PDG&: Hope you checked with Gauravjeet on David porter meeting

7/8/19, 1:58 PM - Romil Ramgaria Barc: Yes. And have given feedback to the team also

7/8/19, 1:58 PM - PDG&: Ok

7/8/19, 1:58 PM - PDG&: When do I see the draft ppt

7/8/19, 2:19 PM - Romil Ramgaria Barc: Today

7/8/19, 3:38 PM - Romil Ramgaria Barc: Only around 110 so far

7/8/19, 3:38 PM - PDG&: Oh

7/8/19, 3:38 PM - Romil Ramgaria Barc: We just started 10 mins back

7/8/19, 3:38 PM - PDG&: K

7/8/19, 3:38 PM - Romil Ramgaria Barc: Out of 550 registrations

7/8/19, 3:38 PM - PDG&: Rains

7/8/19, 3:38 PM - PDG&: But still very low

7/8/19, 3:39 PM - Romil Ramgaria Barc: Yes absolutely 8Y~2

7/8/19, 5:43 PM - PDG&: any tricky questions?

7/8/19, 7:31 PM - PDG&: You should send a mail to Ashish copying Vikram and Shashi for BI

7/8/19, 7:31 PM - PDG&: Asking what is needed from us

7/8/19, 7:31 PM - Romil Ramgaria Barc: Yes. On my to do. Today

7/8/19, 7:32 PM - Romil Ramgaria Barc: Dear Ashish,

Further to the discussions we had in the board meeting last week, let us know how can we take forward the discussions around the common UE. Let us know in case you need anything from us

7/8/19, 7:33 PM - Romil Ramgaria Barc: Sending this

7/8/19, 7:33 PM - PDG&: Ok

7/8/19, 7:33 PM - PDG&: Let's keep list of things like - MUST questions etc

7/8/19, 7:34 PM - PDG&: Ready

7/8/19, 7:36 PM - Romil Ramgaria Barc: Yes ok

7/8/19, 7:49 PM - PDG&: Let's send a list of questions that we need answered in BI and 6 cr budget

7/8/19, 7:49 PM - PDG&: Anything else

7/8/19, 7:49 PM - PDG&: ?

7/8/19, 7:49 PM - PDG&: Depth of towns required

7/8/19, 9:30 PM - PDG&: Is the Jakarta thing on?

7/8/19, 9:30 PM - PDG&: Date is finalized?

7/8/19, 9:35 PM - Romil Ramgaria Barc: Will get to know tomorrow. Have asked for a mail invitation from himanshu

7/8/19, 9:36 PM - Romil Ramgaria Barc: Have told if it doesn't come by tomorrow then will release the dates

7/8/19, 9:36 PM - PDG&: 27th right?

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## Chat With Romil Ramgaria

7/8/19, 9:37 PM - Romil Ramgaria Barc: It was on 23rd July  
 7/8/19, 9:37 PM - PDG&A: Oh ok  
 7/9/19, 9:17 AM - Romil Ramgaria Barc: There is a RLD request from PG. should we give it to them? And charge lcr or something?  
 7/9/19, 9:17 AM - Romil Ramgaria Barc: This is strange since their agency already has it  
 7/9/19, 9:18 AM - PDG&A: Maybe more? Or non negotiable  
 7/9/19, 9:18 AM - Romil Ramgaria Barc: Yes - non nego lcr  
 7/9/19, 9:18 AM - PDG&A: Also make it look difficult - systems need to be checked etc  
 7/9/19, 9:18 AM - Romil Ramgaria Barc: Yes ok  
 7/9/19, 9:23 AM - Romil Ramgaria Barc: Vikas was asking for Praveen's ID. Lot of small broadcasters are sending mail to the entire board and will mark PT also  
 7/9/19, 9:23 AM - Romil Ramgaria Barc: Sharing with him  
 7/9/19, 9:23 AM - PDG&A: De do  
 7/9/19, 9:23 AM - PDG&A: Sabko  
 7/9/19, 9:23 AM - PDG&A: Bloody let them get deluged by mails  
 7/9/19, 9:24 AM - Romil Ramgaria Barc: Ya  
 7/9/19, 9:35 AM - Romil Ramgaria Barc: India TV will get stale it don't act on it  
 7/9/19, 9:45 AM - PDG&A: Yes  
 7/9/19, 9:45 AM - PDG&A: Meeting punit and shashi - will decide  
 7/9/19, 9:45 AM - Romil Ramgaria Barc: We need to meet punit on TAM also - will get nitika to fix?  
 7/9/19, 9:46 AM - Romil Ramgaria Barc: Or we can do 30 mins prior or post your meeting?  
 7/9/19, 9:46 AM - PDG&A: Ok  
 7/9/19, 9:46 AM - PDG&A: Make it clear to nitika about the two meetings  
 7/9/19, 9:47 AM - PDG&A: Let shashi be there for tam meeting too  
 7/9/19, 9:47 AM - Romil Ramgaria Barc: Yes  
 7/9/19, 12:07 PM - PDG&A: is PT attending today's Ratings meet?  
 7/9/19, 12:07 PM - PDG&A: how many days has he sat with team now  
 7/9/19, 12:08 PM - Romil Ramgaria Barc: He is not.  
 7/9/19, 12:08 PM - Romil Ramgaria Barc: Sitting with deepen at 330  
 7/9/19, 12:08 PM - Romil Ramgaria Barc: Sat with team once  
 7/9/19, 12:08 PM - Romil Ramgaria Barc: Have asked for details  
 7/9/19, 12:09 PM - Romil Ramgaria Barc: Sitting today again  
 7/9/19, 12:09 PM - Romil Ramgaria Barc: Attended ratings meet once  
 7/9/19, 12:09 PM - PDG&A: why? is he looking into sampling etc?  
 7/9/19, 12:09 PM - Romil Ramgaria Barc: MR  
 7/9/19, 12:10 PM - PDG&A: Metarules  
 7/9/19, 12:10 PM - PDG&A: Ok  
 7/9/19, 12:11 PM - Romil Ramgaria Barc: Yes  
 7/9/19, 12:19 PM - PDG&A: isn't prashant coordinating everything?  
 7/9/19, 12:36 PM - Romil Ramgaria Barc: Yes he is and part of all meetings  
 7/9/19, 12:36 PM - Romil Ramgaria Barc: Also asked him to circulate a tracker of meetings to us  
 7/9/19, 12:37 PM - PDG&A: yes - what was discussed - main queries  
 7/9/19, 6:50 PM - PDG&A: Do you know Nielsen is doing cinema advertising measurement  
 7/9/19, 6:50 PM - PDG&A: 5-6 cr  
 7/9/19, 7:17 PM - Romil Ramgaria Barc: No - will check  
 7/9/19, 7:23 PM - Romil Ramgaria Barc: Nakul is Hotmail ID?  
 7/9/19, 7:26 PM - PDG&A: Yes

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## Chat With Romil Ramgaria

7/10/19, 2:19 PM - PDGÂ@: Apparently 8-10 people from mindshare coming  
 7/10/19, 2:19 PM - PDGÂ@: 8Y~  
 7/10/19, 2:31 PM - Romil Ramgaria Barc: That's too much!  
 7/10/19, 2:31 PM - Romil Ramgaria Barc: May be shift to Valencia  
 7/10/19, 2:31 PM - PDGÂ@: how can we not know beforehand  
 7/10/19, 2:32 PM - Romil Ramgaria Barc: Yes we should have known - will speak  
 7/10/19, 3:03 PM - PDGÂ@: They have questions on pre post  
 7/10/19, 3:03 PM - PDGÂ@: Who can handle  
 7/10/19, 3:05 PM - Romil Ramgaria Barc: Pancham should / but Dinesh was best placed / pre post we should say that it is sharper then the erstwhile system due to data fidelity however have considerably reduced over a period of time -  
 7/10/19, 3:05 PM - Romil Ramgaria Barc: The change to mid minute as suggested to Gauravjeet's played a big role  
 7/10/19, 3:27 PM - PDGÂ@: Mid minute has made it worse or better  
 7/10/19, 3:30 PM - Romil Ramgaria Barc: Better  
 7/10/19, 3:30 PM - Romil Ramgaria Barc: Variance did come down  
 7/10/19, 3:54 PM - PDGÂ@: How did it go  
 7/10/19, 3:55 PM - Romil Ramgaria Barc: It's started at 330  
 7/10/19, 3:55 PM - Romil Ramgaria Barc: 140 people  
 7/10/19, 3:55 PM - Romil Ramgaria Barc: Going on  
 7/10/19, 3:55 PM - PDGÂ@: Ok  
 7/10/19, 4:31 PM - PDGÂ@: Tell vikas on bharat  
 7/10/19, 8:44 PM - PDGÂ@: What happened to news broadcasters foundation?  
 7/10/19, 10:29 PM - Romil Ramgaria Barc: Don't know. Will check with Vikas  
 7/10/19, 10:45 PM - PDGÂ@: You deleted this message  
 7/11/19, 7:27 PM - Romil Ramgaria Barc: I had to message Shashi something? Sorry Forgot  
 7/11/19, 7:27 PM - PDGÂ@: Yes wait  
 7/11/19, 7:27 PM - PDGÂ@: Let me try and remember  
 7/11/19, 7:28 PM - PDGÂ@: Something related to sending to Techcomm  
 7/11/19, 7:43 PM - Romil Ramgaria Barc: Oh yes - rohit Gupta forwarding the mail internally  
 7/11/19, 7:43 PM - PDGÂ@: Yes  
 7/11/19, 7:43 PM - Romil Ramgaria Barc: We are starting To charge the language feed data from now on  
 7/11/19, 7:44 PM - PDGÂ@: Ok  
 7/11/19, 7:44 PM - PDGÂ@: Let's put up the pay free document today on website  
 7/11/19, 7:45 PM - Romil Ramgaria Barc: Yes ok  
 7/11/19, 7:45 PM - PDGÂ@: Also pls write to MRUC  
 7/11/19, 7:45 PM - Romil Ramgaria Barc: Already done  
 7/11/19, 7:45 PM - PDGÂ@: End with pls let us know what help you want  
 7/11/19, 7:45 PM - PDGÂ@: Ok  
 7/11/19, 7:45 PM - Romil Ramgaria Barc: Mail exchange also happened with radhesh  
 7/11/19, 7:46 PM - PDGÂ@: Ok will see  
 7/11/19, 7:46 PM - Romil Ramgaria Barc: Looped in Ashish on the second mail since radhesh didn't have a brief only -  
 7/11/19, 7:46 PM - Romil Ramgaria Barc: Despite Ashish saying have brief radhesh  
 7/11/19, 7:46 PM - Romil Ramgaria Barc: Asshole he is  
 7/11/19, 7:46 PM - PDGÂ@: 8Y~„8Y~  
 7/12/19, 10:19 AM - Romil Ramgaria Barc: We are canceling the discom next week since there is only one agenda item. Will club that with the 16th aug discom  
 7/12/19, 10:19 AM - PDGÂ@: Ok  
 7/12/19, 10:57 AM - PDGÂ@: Any issues to be discussed with Atideb?

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## Chat With Romil Ramgaria

7/12/19, 11:27 AM - PDG&@: may meet him  
 7/12/19, 11:49 AM - Romil Ramgaria Barc: 1) Should do TV plus digital. 2) I think they are launching Kannada, hence will be good to know plans. 3) not coming out in the open to support BARC position 4) criticizing BARC in TRAI OHD (Rama too negative) 5) pay/free bifurcation overall good for the industry  
 7/12/19, 12:37 PM - PDG&@: Anyone in Kolkata I need to meet?  
 7/12/19, 1:11 PM - Romil Ramgaria Barc: When are you there?  
 7/12/19, 1:11 PM - PDG&@: Monday only  
 7/12/19, 2:03 PM - PDG&@: have told Varun - to sensitize DisCom that board, trai etc are critical that we are not penalising enough  
 7/12/19, 2:03 PM - PDG&@: also to bring second level cases  
 7/12/19, 2:03 PM - PDG&@: you can reinforce the same to the team  
 7/12/19, 2:03 PM - Romil Ramgaria Barc: Ok  
 7/12/19, 2:19 PM - PDG&@: has Arnab and co suddenly gone silent?  
 7/12/19, 2:19 PM - PDG&@: no reaction to bharat no 6?  
 7/12/19, 2:19 PM - Romil Ramgaria Barc: No - am in touch with vikas - has been speaking to him. He is also coming at 3  
 7/12/19, 2:19 PM - PDG&@: ok  
 7/12/19, 2:20 PM - PDG&@: ask about breaking NBA -  
 7/12/19, 2:20 PM - PDG&@: itna bola kya hua  
 7/12/19, 3:35 PM - PDG&@: pradyuman is part of ascii  
 7/12/19, 3:35 PM - PDG&@: should we get him out, pay something and bring to fair usage?  
 7/12/19, 5:35 PM - Romil Ramgaria Barc: Check for india TV also  
 7/12/19, 5:36 PM - Romil Ramgaria Barc: Discom  
 7/12/19, 5:50 PM - PDG&@: Looks like deal happening  
 7/12/19, 5:51 PM - PDG&@: He says its a small price discussion still left  
 7/12/19, 5:51 PM - PDG&@: Management to remain  
 7/12/19, 6:00 PM - Romil Ramgaria Barc: Ok  
 7/12/19, 6:15 PM - PDG&@: Gaurav is doing that story?  
 7/12/19, 6:21 PM - Romil Ramgaria Barc: Let me check  
 7/12/19, 9:01 PM - PDG&@: Need a more water tight case before we proceed - tell Varun  
 7/12/19, 9:02 PM - Romil Ramgaria Barc: Have shown to paritosh and siva both  
 7/12/19, 9:02 PM - Romil Ramgaria Barc: Data also shows it  
 7/12/19, 9:03 PM - PDG&@: Yes but not sure of Paritosh will back is at the right moment  
 7/12/19, 9:03 PM - PDG&@: Punit and Shashi feels we should have stronger thing  
 7/12/19, 9:03 PM - Romil Ramgaria Barc: Like what? Their employee?  
 7/12/19, 9:03 PM - Romil Ramgaria Barc: Which was last time -  
 7/12/19, 9:04 PM - PDG&@: Yeah but employee was negotiating not taking cash  
 7/12/19, 9:04 PM - Romil Ramgaria Barc: Hmmm  
 7/12/19, 9:04 PM - PDG&@: Same thing but stronger data and visual evidence - unprompted  
 7/12/19, 9:32 PM - Romil Ramgaria Barc: Go Air, Kidzania, Local builders  
 7/12/19, 9:32 PM - Romil Ramgaria Barc: It has Naveent publication  
 7/12/19, 9:32 PM - Romil Ramgaria Barc: Mostly print heavy clients  
 7/12/19, 9:32 PM - Romil Ramgaria Barc: Erstwhile Mudra clients  
 7/12/19, 9:32 PM - PDG&@: Ok  
 7/12/19, 9:32 PM - Romil Ramgaria Barc: janardhan pandey is the owner - ex mudra  
 7/12/19, 9:33 PM - PDG&@: Yes heard the name  
 7/13/19, 8:18 AM - PDG&@: Pls send me email id of Sandipan of zapr  
 7/13/19, 8:37 AM - Romil Ramgaria Barc: sandipan@zapr.in  
 7/13/19, 8:37 AM - PDG&@: Tx

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Chat With Romil Ramgaria

7/13/19, 9:41 AM - PDG&A: Technically is it AAA's turn to be next President?  
7/13/19, 9:41 AM - PDG&A: How can we stop that  
7/13/19, 9:41 AM - Romil Ramgaria Barc: No - it's IBF turn na?  
7/13/19, 9:41 AM - PDG&A: Since Ashish will come otherwise  
7/13/19, 9:42 AM - Romil Ramgaria Barc: Since ISA have the thing to IBF  
7/13/19, 9:42 AM - Romil Ramgaria Barc: And now by rotation it will be IBF for 3 years  
7/13/19, 9:42 AM - PDG&A: How? IBF is now running na  
7/13/19, 9:42 AM - PDG&A: Let's put this logic together  
7/13/19, 9:43 AM - PDG&A: Can you give me a note on Monday morning  
7/13/19, 9:43 AM - Romil Ramgaria Barc: ISA gave their term to IBF since they didn't want to run  
7/13/19, 9:50 AM - Romil Ramgaria Barc: Ok  
7/13/19, 3:07 PM - PDG&A: <https://m.economictimes.com/industry/telecom/telecom-news/jio-seems-to-be-going-slow-on-content-plans/articleshow/69920420.cms>  
7/15/19, 2:06 PM - PDG&A: <https://twitter.com/bdutt/status/1150662282059239425?s=12>  
7/16/19, 12:45 PM - Romil Ramgaria Barc: Dentsu Aegis Network to acquire majority stake in data-analytics firm Ugam? <https://www.vccircle.com/dentsu-aegis-network-to-acquire-majority-stake-in-data-analytics-firm-ugam>  
7/16/19, 12:46 PM - PDG&A: How many peoply for Bangalore road show  
7/16/19, 1:12 PM - Romil Ramgaria Barc: Must be 8-9 - because there are kiosks etc also - why?  
7/16/19, 1:13 PM - PDG&A: Just noticed quite a few posts from people  
7/16/19, 3:54 PM - PDG&A: Is it okay to share the ppt with HUL and Mindshare?  
7/16/19, 3:56 PM - Romil Ramgaria Barc: Yeah I think so  
7/16/19, 3:57 PM - PDG&A: who has it?  
7/16/19, 3:57 PM - PDG&A: rushabh right?  
7/16/19, 3:59 PM - Romil Ramgaria Barc: Manashi  
7/16/19, 3:59 PM - PDG&A: ok  
7/16/19, 9:34 PM - Romil Ramgaria Barc: <Media omitted>  
7/16/19, 9:34 PM - Romil Ramgaria Barc: This is regarding Zee TV's distribution update on Fastway in Punjab-Urban.  
About one month ago, particularly on 6th June, Zee was added on Fastway on promotional basis for one month. Due to this, Zee improved in Punjab post W23.  
  
One month is completed in W27 but Zee is still available on Fastway & there is no major reach drop in W28. Will keep a check on Fastway Punjab for upcoming weeks.  
7/16/19, 10:01 PM - PDG&A: Pls check if the promotion has been extended  
7/16/19, 10:02 PM - PDG&A: Quite possibly so  
7/17/19, 9:01 AM - PDG&A: Am thinking of including the corporate governance point raised by Ashish and Sudhanshu - for two different things - in minutes  
7/17/19, 9:01 AM - PDG&A: What do you think  
7/17/19, 9:02 AM - Romil Ramgaria Barc: What two different things?  
7/17/19, 9:02 AM - Romil Ramgaria Barc: I had already captured it in one line  
7/17/19, 9:02 AM - PDG&A: Ashish was on management not disclosing process  
7/17/19, 9:02 AM - Romil Ramgaria Barc: Mentioning governance issues  
7/17/19, 9:02 AM - PDG&A: Sudhanshu was on how the decision was taken for changing process for a week  
7/17/19, 9:03 AM - PDG&A: Let's see this again today and decide  
7/17/19, 9:03 AM - Romil Ramgaria Barc: Ok  
7/17/19, 9:03 AM - PDG&A: One was at us  
7/17/19, 9:03 AM - PDG&A: Another dig on punit

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Chat With Romil Ramgaria

7/17/19, 9:03 AM - Romil Ramgaria Barc: The first one is captured  
 7/17/19, 9:03 AM - Romil Ramgaria Barc: Second one not  
 7/17/19, 9:03 AM - PDG&: Ok  
 7/17/19, 9:03 AM - PDG&: Let's see this and amend  
 7/17/19, 9:03 AM - Romil Ramgaria Barc: Yes ok  
 7/17/19, 9:04 AM - PDG&: Recalling the mail sent  
 7/17/19, 9:04 AM - Romil Ramgaria Barc: Already recalled  
 7/17/19, 9:04 AM - PDG&: You got a mail saying that? I didn't  
 7/17/19, 9:04 AM - Romil Ramgaria Barc: Yes  
 7/17/19, 9:04 AM - Romil Ramgaria Barc: 750am  
 7/17/19, 9:05 AM - PDG&: Not sure why i didn't  
 7/17/19, 4:11 PM - PDG&: What's next on BI  
 7/17/19, 4:38 PM - Romil Ramgaria Barc: Radhesh was co-ordinating the meeting.  
 Not getting common dates or Shashi and Vikram. Have asked him to put a common mail  
 7/17/19, 4:39 PM - PDG&: Ok  
 7/17/19, 8:06 PM - PDG&: I have spoken to shashi sir on Pradyuman for fair usage committee  
 7/17/19, 8:06 PM - PDG&: Spoken to Pradyuman too  
 7/17/19, 8:06 PM - Romil Ramgaria Barc: Ok  
 7/17/19, 8:06 PM - PDG&: How was Bangalore road show  
 7/17/19, 8:06 PM - Romil Ramgaria Barc: What should we do with age and NCCS cut?  
 Post Shashi&™s sirs makl  
 7/17/19, 8:06 PM - Romil Ramgaria Barc: Very good  
 7/17/19, 8:07 PM - Romil Ramgaria Barc: 114 out of 120 came  
 7/17/19, 8:07 PM - PDG&: We just lie low now  
 7/17/19, 8:07 PM - PDG&: Market is reacting to too many changes  
 7/17/19, 8:07 PM - Romil Ramgaria Barc: <Media omitted>  
 7/17/19, 8:07 PM - Romil Ramgaria Barc: 120 registrations - 116 attended  
 7/17/19, 8:07 PM - PDG&: Techcomm didn't revert so let's not pursue  
 7/17/19, 8:07 PM - PDG&: Will see later  
 7/17/19, 8:07 PM - Romil Ramgaria Barc: Ok  
 7/17/19, 8:07 PM - PDG&: Punit is playing games behind our back  
 7/17/19, 8:08 PM - PDG&: Super  
 7/17/19, 8:08 PM - PDG&: Any tricky questions?  
 7/17/19, 8:08 PM - Romil Ramgaria Barc: Hmmm - very unlike him - but can&™t trust anyone unfortunately  
 7/17/19, 8:08 PM - Romil Ramgaria Barc: No - largely ok  
 7/17/19, 8:09 PM - Romil Ramgaria Barc: On Monday - am in kolkata but will be available on phone and mail  
 7/17/19, 8:09 PM - PDG&: Ok  
 7/17/19, 8:09 PM - PDG&: Yes - this tenure - he is different  
 7/17/19, 10:57 PM - Romil Ramgaria Barc: Actual promotion period was for 1 month starting from 6 Jun'19 to 5 Jul'19 which was declared by Fastway on ground as well as on their info channel, however as per ground update channels are still available to Rs.300 pack customers, they have not declared any time frame for extension and can be withdrawn from Rs.300 pack any time.  
 7/17/19, 10:58 PM - PDG&: I also thought so  
 7/18/19, 1:45 PM - PDG&: Is our Landing ppt ready?  
 7/18/19, 1:45 PM - PDG&: Two methods - as suggested by Board and as suggested by us?  
 7/18/19, 1:51 PM - Romil Ramgaria Barc: One min is ready. Second one has undergone one more change. Should be ready by mon/tue.

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## Chat With Romil Ramgaria

7/18/19, 1:56 PM - PDG&@: Pls ask someone - maybe Pekham to send us the one min one in a presentation

7/18/19, 1:56 PM - Romil Ramgaria Barc: Yes ok

7/18/19, 1:57 PM - PDG&@: Or even Elbert

7/18/19, 1:57 PM - Romil Ramgaria Barc: Yes will figure

7/18/19, 2:50 PM - PDG&@: If news18 is not controlled will aaj tak be number 2?

7/18/19, 2:51 PM - PDG&@: Can you send me Last couple of weeks table without controls?

7/18/19, 2:51 PM - PDG&@: Will poke Kalli too

7/18/19, 2:51 PM - Romil Ramgaria Barc: Don't think so - the gap is there on published data

7/18/19, 2:52 PM - Romil Ramgaria Barc: Will send

7/18/19, 2:52 PM - PDG&@: Even if it's close they will get scared

7/18/19, 3:09 PM - PDG&@: On Tuesday meeting shashi Vempati

7/18/19, 3:09 PM - PDG&@: Let me know if anything needs to be told

7/18/19, 3:22 PM - Romil Ramgaria Barc: 1) news channel wars on landing, ideally he also need to neutralise to PMO/govt that its nothing to do with BARC but a struggle between news channels unnecessarily impacting our credibility 2) channels contemplating to come back to freedish (like sony pal, rishtey etc), will they open up freedish auctions agains soon? 3) any update on DDT 4) who is in charge of PMO now? 5) any pull of rajat sharma still?

7/18/19, 3:23 PM - PDG&@: Ok

7/18/19, 3:30 PM - PDG&@: Preeti Puri Sharma quits as Star India's Vice President-PR - <https://www.exchange4media.com/announcements-news/preeti-puri-sharma-quits-as-star-indias-vice-president-pr-98191.html>

7/18/19, 3:31 PM - PDG&@: Rehaul happening

7/18/19, 3:31 PM - Romil Ramgaria Barc: Yes. Gayatri and then this

7/18/19, 3:31 PM - Romil Ramgaria Barc: Lot of people are anxious there

7/18/19, 3:31 PM - PDG&@: Is this all Disney effect?

7/18/19, 3:32 PM - Romil Ramgaria Barc: Yes

7/18/19, 8:46 PM - Romil Ramgaria Barc: <Media omitted>

7/18/19, 8:46 PM - Romil Ramgaria Barc: <Media omitted>

7/19/19, 3:06 PM - PDG&@: Should we ask TRAI to call Chairman instead of us?

7/19/19, 3:17 PM - Romil Ramgaria Barc: Yes - they will not only call him but may he invite him also

7/19/19, 3:22 PM - PDG&@: Yes for this outlier meeting

7/19/19, 3:22 PM - Romil Ramgaria Barc: Yes ok

7/22/19, 8:04 AM - PDG&@: For the trai meeting on outlier we should ask for a postponement

7/22/19, 8:05 AM - PDG&@: Maybe next week

7/22/19, 8:27 AM - Romil Ramgaria Barc: Yes ok

7/22/19, 8:31 AM - PDG&@: Pls tell Shantanu

7/22/19, 8:31 AM - Romil Ramgaria Barc: Yea done

7/22/19, 8:32 AM - Romil Ramgaria Barc: Will try to do on 29/30?

7/22/19, 8:32 AM - PDG&@: Should we make trai call punit ans shashi?

7/22/19, 8:32 AM - PDG&@: Let's talk about it today

7/22/19, 8:33 AM - PDG&@: Am ok

7/22/19, 8:33 AM - Romil Ramgaria Barc: Already asked. Arvind will check with Gupta and hopefully come back today - had asked about Punit

7/22/19, 8:38 AM - PDG&@: Ok

7/22/19, 12:57 PM - PDG&@: strong rumour sudhanshu is leaving - again and jyoti taking over

7/22/19, 12:57 PM - PDG&@: check

7/22/19, 12:59 PM - Romil Ramgaria Barc: Hmm. Will check

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## Chat With Romil Ramgaria

7/22/19, 5:53 PM - PDG&@: I understand no minutes have been circulated on meeting for BI sub committee  
 7/22/19, 5:53 PM - PDG&@: Pls check  
 7/22/19, 5:55 PM - Romil Ramgaria Barc: Yes don't think it was - will get that done  
 7/22/19, 5:55 PM - PDG&@: Ok  
 7/23/19, 2:54 PM - PDG&@: Do we have a page on PV in our website  
 7/23/19, 2:54 PM - PDG&@: ?  
 7/23/19, 3:01 PM - PDG&@: Pls ask them to immediately work on a microsite  
 7/23/19, 3:02 PM - PDG&@: It's a pdf page - not adequate for a product  
 7/23/19, 3:18 PM - Romil Ramgaria Barc: Yes will activate ASAP  
 7/23/19, 7:06 PM - Romil Ramgaria Barc: If we don't take India tv to discom, Arnab will be after us  
 7/23/19, 7:08 PM - PDG&@: Will handle  
 7/23/19, 7:08 PM - PDG&@: Let's talk later  
 7/23/19, 7:16 PM - Romil Ramgaria Barc: Ok  
 7/24/19, 3:09 PM - Romil Ramgaria Barc: 3500 built up (2300 carpet), rent around 4.5L  
 7/24/19, 3:10 PM - PDG&@: If we get this rented out they will be ok to take barc house immediately?  
 7/24/19, 3:10 PM - Romil Ramgaria Barc: pathfinders will revert in 3 weeks - the lady is coming back in 2 weeks  
 7/24/19, 3:11 PM - PDG&@: Ok  
 7/24/19, 3:11 PM - Romil Ramgaria Barc: however they are already sending their architect etc to inspect barc house for school requirements  
 7/24/19, 3:11 PM - PDG&@: How much we pay for barc house  
 7/24/19, 3:11 PM - Romil Ramgaria Barc: however told to munshi, should i speak to people to rent out pathfinders and he was ok  
 7/24/19, 3:11 PM - PDG&@: Ok  
 7/24/19, 3:11 PM - Romil Ramgaria Barc: we pay around 10.25L  
 7/24/19, 3:12 PM - PDG&@: Hmmm so big jump for them  
 7/24/19, 3:12 PM - Romil Ramgaria Barc: yes- but they anyways were looking for a bigger space given their plans  
 7/24/19, 3:12 PM - PDG&@: Ok  
 7/24/19, 3:12 PM - Romil Ramgaria Barc: and this will be easier for them for cars coming in etc of parents  
 7/24/19, 3:12 PM - PDG&@: Yes  
 7/24/19, 3:13 PM - PDG&@: For kids the space outside will be great  
 7/24/19, 3:13 PM - Romil Ramgaria Barc: yes absolutely  
 7/25/19, 2:15 PM - PDG&@: pls share with me the Republic ppt and also Monday TRAI one  
 7/25/19, 2:16 PM - Romil Ramgaria Barc: Yes - republic now / TRAI tomorrow  
 7/25/19, 2:16 PM - PDG&@: ok  
 7/25/19, 2:34 PM - PDG&@: <Media omitted>  
 7/25/19, 2:34 PM - Romil Ramgaria Barc: He is an ass!!  
 7/25/19, 2:35 PM - PDG&@: Can we trap him into saying something silly?  
 7/25/19, 2:56 PM - Romil Ramgaria Barc: <Media omitted>  
 7/25/19, 2:56 PM - Romil Ramgaria Barc: You had shared this data with PM or PG in zee  
 7/25/19, 2:57 PM - PDG&@: Pm  
 7/25/19, 2:58 PM - Romil Ramgaria Barc: Hmm ok. PPT floated to their team and being used - they were told some ad agency have to them 8Y-5  
 7/25/19, 2:58 PM - PDG&@: 8Y-5

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 [Signatures]



Chat With Romil Ramgaria

7/25/19, 2:58 PM - Romil Ramgaria Barc: Also zee isn't subscribing the data yet  
7/25/19, 2:58 PM - PDG&: Good this will put pressure  
7/25/19, 2:58 PM - PDG&: Tell zee others have subscribed  
7/25/19, 2:58 PM - PDG&: Including agencies  
7/25/19, 4:11 PM - Romil Ramgaria Barc: <Media omitted>  
7/25/19, 4:13 PM - PDG&: 8Y=" "  
7/25/19, 4:23 PM - PDG&: Kangana is a massive rating cruncher.  
7/25/19, 4:23 PM - PDG&: And we got her first when India was burning on her controversy  
7/25/19, 4:23 PM - PDG&: Huge contradiction. Kangana interview we got first which every channel followed later. Kangana has always delivered high time spent and this time the interview was in the middle of a raging controversy. The interview done by sucherita was very newsy and tracked by media and followed by Aajtak. I don't understand when Aajtak does the same interview later they get the numbers.  
7/25/19, 4:23 PM - PDG&: We ran at 3.00 pm , 8.00 pm & 11.00 pm & debate at 6.00 on Kangna ke khilaf kaun lobby.  
We got average 2.5 %  
7/25/19, 4:23 PM - PDG&: 3.00 - 5%  
3.30. 4%  
8.00. 3%  
8.30. 3%  
11.00. 3%  
11.30. 2%  
7/25/19, 4:23 PM - PDG&: Not didn't rate. Got zero ratings. Now we were ahead of everyone and there was an industry fight over this interview. Very very strange that this happened.  
7/25/19, 4:24 PM - PDG&: This will come up in your discussion  
7/25/19, 7:51 PM - PDG&: Shashi, CNBC in mega cities has gross TVT of 5 versus 60 of ET Now! Our share is 4.6% to ET Now's 52.9%. And we believe that the impact of landing pages is being eliminated by BARC's manual intervention? This is crazy... Sorry to be bothering you every week. Regards  
7/25/19, 7:51 PM - PDG&: True?  
7/25/19, 7:52 PM - Romil Ramgaria Barc: Let me check  
7/25/19, 8:33 PM - PDG&: <https://www.mxmindia.com/2019/07/50-non-delhi-news-channels-incl-republic-form-news-broadcasters-federation/>  
7/25/19, 8:34 PM - Romil Ramgaria Barc: First of all none of the business channels are on landing and hence no treatment at our end. CNBC anyways used to get lower viewership from Megacities. This time it has crashed n so has ET now.  
7/25/19, 8:34 PM - Romil Ramgaria Barc: <Media omitted>  
7/25/19, 8:35 PM - PDG&: Weird  
7/25/19, 8:36 PM - Romil Ramgaria Barc: Ya. Genuine drop  
7/25/19, 8:36 PM - Romil Ramgaria Barc: That message was from rahul to Shashi?  
7/25/19, 8:36 PM - Romil Ramgaria Barc: Or avinash?  
7/25/19, 8:37 PM - PDG&: Rahul apparently  
7/25/19, 8:37 PM - PDG&: He says first time he messaged  
7/25/19, 8:37 PM - Romil Ramgaria Barc: Hmm  
7/25/19, 8:49 PM - PDG&: Have we approached India TV with PrimaVu?  
7/25/19, 10:30 PM - Romil Ramgaria Barc: Meeting on Tuesday with abp and India tv  
7/25/19, 10:30 PM - Romil Ramgaria Barc: TV today, news 24, news nation has been met  
7/25/19, 10:30 PM - Romil Ramgaria Barc: Network18 tomorrow

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Chat With Romil Ramgaria

7/25/19, 10:36 PM - PDG&@: Ok  
7/25/19, 10:45 PM - Romil Ramgaria Barc: Disney-Star merger results in high profile exits amid twin management styles  
[https://m.businessday.in/story/disney-star-merger-leads-to-high-profile-exits-from-both-sides/1/367732.html?utm\\_source=whatsapp&utm\\_medium=WAP](https://m.businessday.in/story/disney-star-merger-leads-to-high-profile-exits-from-both-sides/1/367732.html?utm_source=whatsapp&utm_medium=WAP)  
7/25/19, 10:50 PM - PDG&@: More people are going  
7/25/19, 10:50 PM - PDG&@: Syndication team  
7/25/19, 10:51 PM - PDG&@: Even Arpita's team i hear  
7/26/19, 7:57 PM - Romil Ramgaria Barc: The TRAI ppt needs changes. Shantanu is doing and will share late tonight or tomorrow morning.  
7/26/19, 7:58 PM - Romil Ramgaria Barc: Two ppts will come - first one for the hearing and second one for the meeting with Gupta  
7/26/19, 7:59 PM - PDG&@: Hearing?  
7/26/19, 8:06 PM - Romil Ramgaria Barc: The N18 letter and they have called us for our response to that matter  
7/26/19, 8:06 PM - PDG&@: Hmmm  
7/27/19, 11:19 PM - PDG&@: You should try and get feedback from Vivek on what transpired in NBA meeting with Minister  
7/27/19, 11:20 PM - PDG&@: One of the things discussed was transparent ratings system according to one article  
7/27/19, 11:22 PM - Romil Ramgaria Barc: Yes. Read that. Will chat with him.  
7/29/19, 10:23 AM - Romil Ramgaria Barc: We are giving viewing minutes for the first time  
7/29/19, 10:23 AM - Romil Ramgaria Barc: I think will be good to seed  
7/29/19, 12:30 PM - PDG&@: Yes  
7/29/19, 12:44 PM - Romil Ramgaria Barc: I was also in the same flight  
7/29/19, 12:44 PM - Romil Ramgaria Barc: Just landed  
7/29/19, 12:45 PM - Romil Ramgaria Barc: Walking towards the belt  
7/29/19, 12:46 PM - PDG&@: Oh ok  
7/29/19, 12:46 PM - PDG&@: Yes will catch you there  
7/29/19, 7:49 PM - PDG&@: He said yes  
7/29/19, 7:49 PM - Romil Ramgaria Barc: Will draft  
7/29/19, 7:49 PM - PDG&@: Do you want to try a draft?  
7/29/19, 7:49 PM - PDG&@: Let's give an idea of mood in Govt and then propose this  
7/29/19, 7:49 PM - Romil Ramgaria Barc: Yes absolutely  
7/29/19, 7:49 PM - Romil Ramgaria Barc: Will do it now and share  
7/29/19, 8:05 PM - Romil Ramgaria Barc: Will travel with you together to dosti. Cancelling my car  
7/29/19, 8:08 PM - PDG&@: Ok  
7/29/19, 10:28 PM - Romil Ramgaria Barc: You carry on. My Car has come to pick me up  
7/29/19, 10:29 PM - PDG&@: Ohok  
7/30/19, 9:35 AM - Romil Ramgaria Barc: <Media omitted>  
7/30/19, 10:58 AM - Romil Ramgaria Barc: There is a tv tech comm on 9th August - need to do?  
7/30/19, 10:59 AM - Romil Ramgaria Barc: Given the thing around OC etc- I think should do rather then postponing / though Shashi not there  
7/30/19, 11:00 AM - PDG&@: Without shashi can't  
7/30/19, 11:00 AM - PDG&@: Suggest write in the group between three of us  
7/30/19, 1:03 PM - Romil Ramgaria Barc: Hindi GEC  
17-18 : R1 is 2% and EU is 0%  
18-19 : R1 is 0.5% and EU is 0%

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## Chat With Romil Ramgaria

7/30/19, 1:03 PM - Romil Ramgaria Barc: Hindi News : in 2018 -19 the pac impact is higher than 17-18.  
 17-18 : R1 is -20% and EU is -2%  
 18-19 : R1 is -7% and EU is -8%  
 7/30/19, 1:03 PM - Romil Ramgaria Barc: <Media omitted>  
 7/30/19, 1:03 PM - Romil Ramgaria Barc: English News : Here also higher impact of Pac purely driven by landing page treatment  
 17-18 : R1 is -18% and EU is -16%  
 18-19 : R1 is -4% and EU is -31%  
 7/30/19, 1:03 PM - Romil Ramgaria Barc: <Media omitted>  
 7/30/19, 1:08 PM - PDG&@: Found out?  
 7/30/19, 1:09 PM - Romil Ramgaria Barc: Yes - some days was there on staging server due to App Store restitutions. Have asked the team to remove and also told arora to ignore  
 7/30/19, 1:09 PM - PDG&@: Ok  
 7/30/19, 3:55 PM - Romil Ramgaria Barc: ANB 425

Nielsen 898

PwC 2300

7/30/19, 3:55 PM - Romil Ramgaria Barc: three bidders for TRAI bid  
 7/30/19, 3:55 PM - Romil Ramgaria Barc: we were the lowest  
 7/30/19, 3:55 PM - PDG&@: Curs was what amount?  
 7/30/19, 3:56 PM - Romil Ramgaria Barc: 300 :(  
 7/30/19, 3:56 PM - Romil Ramgaria Barc: had scope for 100 more  
 7/30/19, 3:56 PM - PDG&@: Yeah  
 7/30/19, 3:56 PM - PDG&@: Let's see later if we can ask for that increase using some clause or other  
 7/30/19, 3:56 PM - PDG&@: What's the total revenue opportunity?  
 7/30/19, 3:57 PM - Romil Ramgaria Barc: roughly 25-35L per annum  
 7/30/19, 3:58 PM - Romil Ramgaria Barc: not from revenue opportunity standpoint but important to know - also TRAI will also benefit because of our thappa  
 7/30/19, 3:58 PM - PDG&@: Yes  
 7/30/19, 3:59 PM - PDG&@: Pls ask someone to send me the scope  
 7/30/19, 3:59 PM - Romil Ramgaria Barc: yup  
 7/30/19, 5:36 PM - Romil Ramgaria Barc: Objective of Survey:

Conduct door-to-door inspection for cable/DTH subscribers and recording their feedback on various parameters of the provisions of the new regulatory framework of broadcasting and cable services on real-time basis.

Bidder should propose the solution that will empower TRAI to ensure that various parameters as laid down by TRAI are met by various service providers by means of this inspection.

Violations of the provisions of regulations/tariff order by service providers should be highlighted.

7/30/19, 5:36 PM - Romil Ramgaria Barc: Guiding Notes:

All DPOs (DTH/MSO/IPTV/HITS) including medium and small MSOs have to be covered proportionately in all the 29 states (and Delhi/NCR) of India across all DAS areas (DAS-I/II/III/IV)

Inspection would be a representative one and should cover the various inspection points based on the various provisions of the regulations & tariff order as prescribed in the EOI and TRAI may also do re-verification on sample basis.

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## Chat With Romil Ramgaria

Sample households (representing different income groups) should be chosen from the sample size in such a way that all the Distributors are covered proportionately in all cities picked up from various DAS areas within a state. The sample size would be informed when the work is awarded.  
7/30/19, 5:36 PM - Romil Ramgaria Barc: Scope of work:

A questionnaire has to be prepared by the empanelled firm based on the various inspection points provided by TRAI.

Devise a physical/electronic form for inspection of the consumers on the various provisions of the regulations and Tariff Order.

Visit consumer households, checking some of the parameters on TV Screen itself.

Record consumers feedback in the physical/online form devised.

Cover households of different DPOs (5-10 households per DPO)

Support of different languages in the devised form according to the languages spoken in different states of the country.

Report generation based on data collected explicitly highlighting contraventions of various provisions of regulations/tariff order by the DPOs.

Report to be generated on the following criteria:

- State-wise
- Digital Addressable Systems (DAS) area wise as notified by Ministry of Information and Broadcasting (MIB)
- DPO wise

7/30/19, 8:04 PM - Romil Ramgaria Barc: <Media omitted>

7/30/19, 8:05 PM - PDG&: Yes someone sent

7/31/19, 9:19 AM - PDG&: <Media omitted>

7/31/19, 9:19 AM - PDG&: Can you get in touch with him - we need some serious help in driving comms

7/31/19, 9:20 AM - PDG&: He is good - in case you follow his work

7/31/19, 9:22 AM - Romil Ramgaria Barc: Yes will touch base with him

7/31/19, 9:23 AM - PDG&: You and I should meet him first

7/31/19, 9:43 AM - Romil Ramgaria Barc: Ok

7/31/19, 4:52 PM - PDG&: Ceo/ COO appointment or removal to be approved by MIB/TRAI

7/31/19, 6:33 PM - PDG&: <http://www.indiantelevision.com/television/tv-channels/gecs/zeel-agrees-to-sell-up-to-11-promoters-stake-to-invesco-oppenheimer-developing-markets-fund-for-rs-4224-crore-190731>

7/31/19, 6:34 PM - PDG&: This won't be enough right?

7/31/19, 6:36 PM - PDG&: <Media omitted>

7/31/19, 6:53 PM - Romil Ramgaria Barc: 1) Clause 4.2: It prescribes prior permission for appointment of Directors and all key personnels (CEO/CFO/COO/CTO/CSO etc). Ideally no prior permission from MIB should be required except for Directors, CEO and COO. The removal of any Director, CEO, COO cannot be done unless approved by MIB unless they have voluntarily resigned.

2) Current Board composition of 10 members is as follows:

a. IBF: 60%

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Chat With Romil Ramgaria

- b. AAAI: 20%
- c. ISA: 20%

Ideal recommended shareholding structure to maintain neutrality and have equal weightage from all Industry constituents should be as follows:

- a. IBF: 2 members
- b. AAAI: 2 members
- c. ISA: 2 members
- d. Govt Nominee: 1 member
- e. Independent Board Members: 3 members

No board member should hold the position for more than 2 years and can be further extended by 1 year only after prior permission from MIB

Chairman of the Board should be an Independent Board Member and should hold the position for a maximum tenure of 2 years

3) Technical Committee: The Core Technical committee should comprise of the following members:

- a. AAAI: 1 member
- b. ISA: 1 member
- c. IBF: 1 member
- d. Independent Industry Expert: 1 member

The Chairman of the technical committee should be either from AAAI/ISA/IBF and should have a maximum tenure of 2 years. If IBF member is the Chairman and then the next term should be offered to AAAI or ISA member. Hence all three bodies should have Chairmanship for equal time in a period of 6 years.

The member of the should hold the position for more than 2 years and can be further extended by 2 year only after prior permission from MIB

4) Responsibilities of Board: Board will only look into governance and strategic issues at BARC and shall not be involved in operational aspects of business.

5) Clause 1.6: Prescribes a minimum net worth of Rs 20cr however currently BARC has negative net worth since BARC is fully debt funded and have accumulated losses till date

7/31/19, 7:19 PM - Romil Ramgaria Barc: should i carry this print out?

7/31/19, 7:20 PM - Romil Ramgaria Barc: have booked tickets for 10am flight tomorrow currently

7/31/19, 7:28 PM - PDG@: Can you tube me some time

7/31/19, 7:28 PM - PDG@: In meeting

7/31/19, 9:09 PM - PDG@: From the call with Punit and team this evening fyi

7/31/19, 9:09 PM - PDG@: Call takeaways: Strategic partner did not work out

1) Mgmt said "upto" as mgmt has now to engage with lenders to give back pledged shares. The timeline for this could be in Aug-19. This is a pure equity transaction with no control. There will be no board seats for Oppenheimer; 2) The deal did-not work with a strategic investor as the timeline would have been post Sept-19; 3) Mgmt may look to sell a bit more stake to other investors; the pricing for those shares could be at least Rs 400; 4) Together with the sale in Non-media assets (like solar/road and transmission), promoters believe they

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Chat With Romil Ramgaria

should be able to repay the entire debt by Sept-19. Mgmt has non-binding agreements. On the road-asset, a leading investor is looking at this; 5) The tax leakage in this transaction will be very miniscule and a large part of this transaction should come into the hands of the promoters; 6) Promoter stake sale post transaction could be well below 25% but mgmt believes that promoters would be motivated to continue to work like before; 7) A lot has changed since it was decided in Nov-18 to get a strategic partner. The priority from a business perspective for tech expertise is still relevant. Mgmt may look at strategic alliances in the future for this (not necessarily a strategic partner).

Post the deal, some near-term liquidity concerns reduce but in the extremely competitive OTT (over-the-top) market, we see risks of Zee to losing market share to players like Hotstar, Amazon Prime, Netflix etc over the longer term.

7/31/19, 9:13 PM - PDG&@: Nielsen open to selling itself in pieces as auction proves a bust [https://nypost.com/2019/07/30/nielsen-open-to-selling-itself-in-pieces-as-auction-proves-a-bust/?utm\\_source=whatsapp\\_sitebuttons](https://nypost.com/2019/07/30/nielsen-open-to-selling-itself-in-pieces-as-auction-proves-a-bust/?utm_source=whatsapp_sitebuttons)

7/31/19, 9:36 PM - Romil Ramgaria Barc: Do you want to message Gupta that I will meet him tomorrow at 2pm or it's ok?

8/1/19, 9:09 AM - Romil Ramgaria Barc: Meeting anuradha prasad today - anything to check apart from the Views on NBF and meeting

8/1/19, 9:20 AM - PDG&@: No nothing

8/1/19, 9:20 AM - Romil Ramgaria Barc: <Media omitted>

8/1/19, 9:20 AM - Romil Ramgaria Barc: <Media omitted>

8/1/19, 9:20 AM - Romil Ramgaria Barc: Sending the 15 slide one to vikas

8/1/19, 9:20 AM - PDG&@: Ok

8/1/19, 9:20 AM - PDG&@: Say someone did it

8/1/19, 9:20 AM - PDG&@: Not barc

8/1/19, 9:21 AM - Romil Ramgaria Barc: Ok

8/1/19, 9:22 AM - Romil Ramgaria Barc: Then sending you above without the iPsos imprint. As anyone can check with them then

8/1/19, 9:25 AM - PDG&@: Yes

8/1/19, 9:25 AM - PDG&@: I will send to A aj tak and abp

8/1/19, 9:25 AM - PDG&@: This doesn't have Ipsos logo too

8/1/19, 9:26 AM - Romil Ramgaria Barc: Yes but has reference in 1-2 slides. Will remove that

8/1/19, 9:26 AM - PDG&@: Oh ok yes

8/1/19, 9:26 AM - Romil Ramgaria Barc: Won't it allow them to use it - specially ABP

8/1/19, 9:27 AM - PDG&@: I always say your brand is strong so it shows up on big news days

8/1/19, 9:27 AM - PDG&@: But your general content lineup is not strong

8/1/19, 9:28 AM - PDG&@: Non regular viewers flock to channels whose brand is strong - aaj tak and abp

8/1/19, 9:28 AM - Romil Ramgaria Barc: Ok

8/1/19, 9:36 AM - PDG&@: Yesterday Nakul said that apparently people know that we blocked stars request for RLD thru Govt

8/1/19, 10:00 AM - Romil Ramgaria Barc: <Media omitted>

8/1/19, 10:00 AM - Romil Ramgaria Barc: Hathway landing changed to Colours kannada

8/1/19, 10:00 AM - Romil Ramgaria Barc: It's happening in regional GEC since sun has started

8/1/19, 10:03 AM - Romil Ramgaria Barc: ॐ-ॐ

8/1/19, 10:11 AM - PDG&@: It's dangerous

8/1/19, 10:11 AM - PDG&@: We cannot share stuff

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Chat With Romil Ramgaria

8/1/19, 10:11 AM - Romil Ramgaria Barc: Matlab?  
8/1/19, 10:11 AM - PDG&: Only shashi sir knew right  
8/1/19, 10:12 AM - Romil Ramgaria Barc: Yes - I think even PG na?  
8/1/19, 10:12 AM - PDG&: No  
8/1/19, 10:12 AM - PDG&: We didn't tell him  
8/1/19, 10:12 AM - Romil Ramgaria Barc: Shashi sir would have  
8/1/19, 10:12 AM - PDG&: And gupta  
8/1/19, 10:13 AM - Romil Ramgaria Barc: Yes - would have leaked through shashi or TRAI  
8/1/19, 10:13 AM - PDG&: Yes  
8/1/19, 10:13 AM - Romil Ramgaria Barc: the no of people involved in TRAI are not funny  
8/1/19, 10:13 AM - Romil Ramgaria Barc: And they are gullible too  
8/1/19, 10:13 AM - PDG&: But what we did was right at the time  
8/1/19, 10:14 AM - Romil Ramgaria Barc: Yes absolutely  
8/1/19, 10:14 AM - PDG&: Yes  
8/1/19, 10:14 AM - Romil Ramgaria Barc: Else would have got screwed up  
8/1/19, 10:14 AM - PDG&: Yes  
8/1/19, 10:33 AM - PDG&: Try and chat her up - know it's difficult ðŸ™„ to get a drift of what's being discussed in NBA and news circles and MIB interaction  
8/1/19, 10:33 AM - Romil Ramgaria Barc: Yes will do - she doesnâ€™t open up usually  
8/1/19, 10:33 AM - Romil Ramgaria Barc: Will try  
8/1/19, 10:33 AM - PDG&: Yes difficult to have a conversation  
8/1/19, 10:33 AM - PDG&: Rajeev is easier  
8/1/19, 10:33 AM - Romil Ramgaria Barc: Yes  
8/1/19, 10:34 AM - Romil Ramgaria Barc: And he speaks everything ðŸ™„  
8/1/19, 10:34 AM - Romil Ramgaria Barc: She is a hard core journo  
8/1/19, 10:34 AM - PDG&: In my view a bad journoðŸ™„  
8/1/19, 10:35 AM - Romil Ramgaria Barc: Yeah  
8/1/19, 10:35 AM - PDG&: If one can't chat up  
8/1/19, 10:35 AM - Romil Ramgaria Barc: Yes  
8/1/19, 1:12 PM - PDG&: Shashi sir is thinking of leaving Techcomm  
8/1/19, 1:12 PM - PDG&: Apparently Ashish told him too  
8/1/19, 1:12 PM - Romil Ramgaria Barc: Thatâ€™s good  
8/1/19, 1:12 PM - Romil Ramgaria Barc: We should ask him to propose Gauravjeet  
8/1/19, 1:13 PM - PDG&: Next step - let's wait to make up his mind first  
8/1/19, 2:45 PM - Romil Ramgaria Barc: Priya is unwell  
8/1/19, 2:45 PM - PDG&: ch  
8/1/19, 2:45 PM - Romil Ramgaria Barc: She was coming to Mumbai however fell ill and her father picked her up at the airport  
8/1/19, 2:45 PM - Romil Ramgaria Barc: Her father called me  
8/1/19, 2:45 PM - PDG&: ok  
8/1/19, 2:45 PM - PDG&: then cancel comms meet  
8/1/19, 2:45 PM - PDG&: this meeting has been cancelled 3 to 4 times  
8/1/19, 2:46 PM - PDG&: her father was ill na?  
8/1/19, 2:46 PM - PDG&: or mother  
8/1/19, 2:46 PM - Romil Ramgaria Barc: Father  
8/1/19, 2:46 PM - Romil Ramgaria Barc: Will reschedule  
8/1/19, 2:59 PM - Romil Ramgaria Barc: Have left at the reception some 20 mins ago  
8/1/19, 2:59 PM - PDG&: ok  
8/1/19, 3:17 PM - PDG&: You could speak to Rani Reddy?

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Chat With Romil Ramgaria

8/1/19, 3:22 PM - Romil Ramgaria Barc: No. Tried calling her yesterday. Have messaged her now  
 8/1/19, 3:22 PM - PDG&: Ok  
 8/1/19, 4:49 PM - PDG&: Shashi thinks it's a star orchestrated attack on us - Ashish and Sunil are just playing along  
 8/1/19, 4:59 PM - Romil Ramgaria Barc: Star looks involved and spreading the word. Else there was no reason for Sanjay to speak  
 8/1/19, 4:59 PM - Romil Ramgaria Barc: But even zee  
 8/1/19, 4:59 PM - PDG&: Agree  
 8/1/19, 5:00 PM - PDG&: According to shashi - punit is being pushed - he is not  
 8/1/19, 5:00 PM - PDG&: But i dont agree  
 8/1/19, 5:00 PM - PDG&: All these guys want merry go around  
 8/1/19, 5:01 PM - PDG&: They will keep getting their guys in and use them and throw them  
 8/1/19, 5:01 PM - PDG&: Then get one more in  
 8/1/19, 5:03 PM - Romil Ramgaria Barc: Yes - PG may be given that impression or shashi may be trying to eyewash us  
 8/1/19, 5:03 PM - PDG&: True  
 8/1/19, 5:04 PM - Romil Ramgaria Barc: Met anuradha ji - she has four asks 1) monthly data 2) report by pay and free channels also 3) have channel benchmarking (basically maintain hers above news nation &Y~Š) 4) landing page stop  
 8/2/19, 10:06 AM - PDG&: pls send me the version without IPSOS imprint  
 8/2/19, 10:06 AM - PDG&: spoke to Avinash on the other thing  
 8/2/19, 10:06 AM - PDG&: will speak to Dinesh today  
 8/2/19, 10:06 AM - Romil Ramgaria Barc: Ok  
 8/2/19, 10:06 AM - Romil Ramgaria Barc: <Media omitted>  
 8/2/19, 10:07 AM - Romil Ramgaria Barc: <Media omitted>  
 8/2/19, 10:08 AM - Romil Ramgaria Barc: Am on flight from 1045 to 130 and then on road till 4. Can do the Sumit call post 4 today  
 8/2/19, 10:27 PM - PDG&: I am getting a feeling this sisense thing is a waste of money  
 8/2/19, 10:28 PM - PDG&: No body can give me a clear picture of how we will monetize it  
 8/3/19, 7:05 AM - Romil Ramgaria Barc: It will be used as a mix for both internal tool and external. Even if we solve internal problem with it, it will be worth it. However currently we can't do that also. The team is travelling next week for training. We should see some results in 4 weeks  
 8/3/19, 10:27 AM - PDG&: Pls don't forget to send me on mail with a password files on all rules and processes  
 8/3/19, 10:27 AM - PDG&: We must send to Shashi and document  
 8/3/19, 10:47 AM - Romil Ramgaria Barc: Yes it has come to me yesterday. Haven't gone through it. Will see it tomorrow and send across  
 8/3/19, 10:47 AM - PDG&: Cool  
 8/5/19, 10:54 AM - PDG&: are you meeting Vivek today? or I will  
 8/5/19, 10:54 AM - Romil Ramgaria Barc: Meeting him now  
 8/5/19, 10:54 AM - Romil Ramgaria Barc: In 5 min  
 8/5/19, 10:54 AM - PDG&: ok  
 8/5/19, 11:47 AM - PDG&: Issues to be picked up with Anand Desai?  
 8/5/19, 11:47 AM - PDG&: Meeting him for lunch  
 8/5/19, 12:06 PM - PDG&: ???  
 8/5/19, 12:15 PM - Romil Ramgaria Barc: We have reduced our work with them except some litigation or few contracts.

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Chat With Romil Ramgaria

8/5/19, 12:16 PM - Romil Ramgaria Barc: Indirectly if he can get someone to advocate single measurement, speaking about it - how neutral agency is important etc will help. In the Delhi circles

8/5/19, 12:19 PM - Romil Ramgaria Barc: Sorry, will do it today.

8/5/19, 9:35 PM - Romil Ramgaria Barc: In the SOP doc, we have also included nil viewing add backs (under weighting). However on stochastic we have not put too many details though we have covered it as a process

8/5/19, 9:35 PM - Romil Ramgaria Barc: I feel these two are weak links for us - apart from control group definition in MR

8/5/19, 9:35 PM - Romil Ramgaria Barc: addressing control group and stochastic with Derrick

8/5/19, 9:36 PM - PDG&@: How can we get over on these

8/5/19, 9:36 PM - PDG&@: Ok

8/5/19, 9:36 PM - PDG&@: Even nil viewing - let him give logic based on coincidental

8/5/19, 9:36 PM - Romil Ramgaria Barc: Nil viewing addback is a bitter pill we have to swallow with time

8/5/19, 9:36 PM - PDG&@: He was doing that isn't it?

8/5/19, 9:37 PM - PDG&@: You have started adjusting?

8/5/19, 9:37 PM - Romil Ramgaria Barc: He has already done it - recommendation is to move significantly higher than current 15% which will make reach fall by almost 10% at all India level

8/5/19, 9:38 PM - Romil Ramgaria Barc: Not yet - waiting for impact assessment of moving from 15 to 25 and then will start increasing by 0.5 every week

8/5/19, 9:38 PM - Romil Ramgaria Barc: This is pending with MA

8/5/19, 9:38 PM - Romil Ramgaria Barc: Will get this out this week

8/5/19, 9:39 PM - PDG&@: What's his recommendation

8/5/19, 9:39 PM - Romil Ramgaria Barc: To move from 15 to close to 45-50 - he has figured a number

8/5/19, 9:40 PM - Romil Ramgaria Barc: Don't remember the value however reach falls to 89%

8/5/19, 9:40 PM - PDG&@: Let's sit on the logic

8/5/19, 9:41 PM - Romil Ramgaria Barc: Yes ok

8/6/19, 12:52 PM - Romil Ramgaria Barc: <Media omitted>

8/6/19, 12:56 PM - PDG&@: we have serious problems across teams

8/6/19, 12:56 PM - PDG&@: and the board tells us to reduce

8/6/19, 12:57 PM - Romil Ramgaria Barc: Yes - this is becoming a challenge to manage / and we don't have back ups /

8/6/19, 12:57 PM - Romil Ramgaria Barc: We should think of outsourcing some elements so that HR cost like item looks fine

8/6/19, 12:57 PM - Romil Ramgaria Barc: We need to offload some costs to MDL

8/6/19, 12:58 PM - Romil Ramgaria Barc: Or may be on some other rolls/contract

8/6/19, 12:58 PM - Romil Ramgaria Barc: Will ask manashi and Rahul on this

8/6/19, 1:00 PM - PDG&@: yes pls do

8/6/19, 1:05 PM - PDG&@: you should try and understand whats his issue - then we can definitely find a solution

8/6/19, 1:05 PM - PDG&@: these days we are not breathing heavy also

8/6/19, 1:05 PM - PDG&@: good idea

8/6/19, 1:07 PM - Romil Ramgaria Barc: Yes

8/6/19, 10:06 PM - PDG&@: <https://www.creativefirst.film/articles/online-piracy-of-live-sports-telecasts-in-india>

8/7/19, 6:02 PM - PDG&@: Do you know Kartik of wavemaker well?

8/7/19, 6:03 PM - Romil Ramgaria Barc: Not well. Have met him few times. For what?

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## Chat With Romil Ramgaria

8/7/19, 6:03 PM - PDGÂ©: Was wondering if I should invite him in Ad club mancom  
 8/7/19, 6:04 PM - PDGÂ©: We don't have much connect with Group M these days post Srinii  
 8/7/19, 6:04 PM - Romil Ramgaria Barc: He is heavy on ops - but good grounded guy  
 8/7/19, 6:04 PM - PDGÂ©: Could have used it  
 8/7/19, 6:04 PM - PDGÂ©: Even PK.is ops  
 8/7/19, 6:04 PM - Romil Ramgaria Barc: Yes  
 8/7/19, 6:05 PM - PDGÂ©: Is kartik social?  
 8/7/19, 6:05 PM - PDGÂ©: Pk is not  
 8/7/19, 6:06 PM - Romil Ramgaria Barc: No he is also not  
 8/7/19, 6:07 PM - PDGÂ©: Hmmm ok  
 8/7/19, 8:04 PM - PDGÂ©: I am trying for a Maruti meeting on 16th  
 8/7/19, 8:04 PM - Romil Ramgaria Barc: Sir - pleas try for 12th or 19th. Am not there on 16th - 13/14 TVB is here  
 8/7/19, 8:05 PM - Romil Ramgaria Barc: Or anytime in the week of 19th  
 8/7/19, 8:05 PM - PDGÂ©: Hmmm ok  
 8/7/19, 8:07 PM - PDGÂ©: You are not attending DisCom then?  
 8/7/19, 8:21 PM - Romil Ramgaria Barc: Will be on the webex  
 8/7/19, 8:21 PM - PDGÂ©: Ok  
 8/8/19, 10:15 AM - PDGÂ©: Yet not come to me  
 8/8/19, 10:15 AM - Romil Ramgaria Barc: prashant had sent this on monday itself  
 8/8/19, 10:15 AM - Romil Ramgaria Barc: reforwarding the mail  
 8/8/19, 10:15 AM - PDGÂ©: You have gone thru this?  
 8/8/19, 10:16 AM - Romil Ramgaria Barc: yes i have gone through it  
 8/8/19, 10:16 AM - Romil Ramgaria Barc: the only gap as i stated earlier was in add back and stochastics  
 8/8/19, 10:16 AM - Romil Ramgaria Barc: all other rules are there  
 8/8/19, 10:17 AM - PDGÂ©: Also check on PT and his final report before he discusses with nakul  
 8/8/19, 10:17 AM - Romil Ramgaria Barc: yes  
 8/8/19, 11:32 AM - PDGÂ©: Week 31'2019 (ABC 15+ Mah/Goa U+R) ABP Majha ranked #2  
 ABP Majha 21 dn 2 Saam 25 up 2 TV9 Mah 20 dn 2 Z 24 Taas 19 up 2 N18 Lokmat 13  
 up 1 Jai Mah 2 evn Mah One 0 evn, 0 progs of ABP Majha in Top 20 this week  
 8/8/19, 11:32 AM - PDGÂ©: Pls check Saam  
 8/8/19, 11:51 AM - PDGÂ©: The sab tv rodp numbers do not make any sense to me!  
 8/8/19, 11:52 AM - Romil Ramgaria Barc: Gaurav  
 8/8/19, 11:52 AM - PDGÂ©: From Gaurav Banerjee  
 8/8/19, 11:52 AM - Romil Ramgaria Barc: It has gone up across MOSR age state to gender etc -  
 8/8/19, 11:52 AM - Romil Ramgaria Barc: Very consistent increase  
 8/8/19, 11:52 AM - Romil Ramgaria Barc: Will engage  
 8/8/19, 11:52 AM - Romil Ramgaria Barc: We have reasons for this - will get it sent to them  
 8/8/19, 11:56 AM - PDGÂ©: Ok  
 8/8/19, 6:04 PM - Romil Ramgaria Barc: Hello Romil, Sharing the 4 day Hindi News data for your reference  
 8/8/19, 6:04 PM - Romil Ramgaria Barc: <Media omitted>  
 8/8/19, 6:04 PM - Romil Ramgaria Barc: <Media omitted>  
 8/8/19, 6:04 PM - Romil Ramgaria Barc: <Media omitted>  
 8/8/19, 6:06 PM - Romil Ramgaria Barc: <Media omitted>  
 8/8/19, 6:09 PM - PDGÂ©: Whole team has gone  
 8/8/19, 6:09 PM - Romil Ramgaria Barc: Sahi hain - what slowdown!  
 8/8/19, 6:19 PM - PDGÂ©: 8/8/19

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Chat With Romil Ramgaria

8/8/19, 6:19 PM - PDGÂ©: Election year  
8/8/19, 10:04 PM - Romil Ramgaria Barc: Today also harit was quoting sony issue to Vikas  
8/8/19, 10:04 PM - Romil Ramgaria Barc: Also absolutely against Barc and very vehement  
8/8/19, 10:04 PM - Romil Ramgaria Barc: Saying all English and HD wrongly reported - I donâ€™t see any drop in those numbers in my platform - etc etc  
8/8/19, 10:05 PM - PDGÂ©: Where was this  
8/8/19, 10:05 PM - PDGÂ©: He is driving an agenda  
8/8/19, 10:05 PM - PDGÂ©: Also star agenda  
8/8/19, 10:06 PM - PDGÂ©: Can he share those - vikas should ask  
8/8/19, 10:08 PM - Romil Ramgaria Barc: When Vikas met today at his office to better placement for Hindi news channel  
8/8/19, 10:08 PM - Romil Ramgaria Barc: He would never  
8/8/19, 10:09 PM - PDGÂ©: Yes tell vikas and hence hollow claims  
8/8/19, 10:09 PM - Romil Ramgaria Barc: Yeah told him and explained him Sony also  
8/8/19, 10:09 PM - Romil Ramgaria Barc: But harit is at it  
8/8/19, 10:09 PM - Romil Ramgaria Barc: Even this week we will wrapped up for News18  
8/8/19, 10:09 PM - Romil Ramgaria Barc: They are off for landing everywhere  
8/8/19, 10:10 PM - Romil Ramgaria Barc: However since we already control the ratings they might not see a fall -  
8/8/19, 10:10 PM - Romil Ramgaria Barc: Specially reAch -  
8/8/19, 10:10 PM - Romil Ramgaria Barc: Letâ€™s see  
8/8/19, 10:10 PM - Romil Ramgaria Barc: Also touching GECâ€™s for reach outliers might be an issue  
8/8/19, 10:11 PM - PDGÂ©: Yes that's the logic  
8/8/19, 10:11 PM - Romil Ramgaria Barc: Am wary of that impacting the GECâ€™s  
8/8/19, 10:12 PM - PDGÂ©: Yes let that be since it's not much  
8/8/19, 10:13 PM - PDGÂ©: Or should we refer it to Techcomm saying impact in tamil is looking high  
8/8/19, 10:13 PM - PDGÂ©: So what to do  
8/8/19, 10:13 PM - Romil Ramgaria Barc: They will ask us only / what about your reach outliers?  
8/8/19, 10:15 PM - PDGÂ©: Can't we look at a logic plus minus something we won't only if it exceeds then we will - and hence now it's happening in tamil GECs and hence asking - given all the discussions  
8/8/19, 10:15 PM - Romil Ramgaria Barc: Let me figure  
8/8/19, 10:15 PM - PDGÂ©: Since tamil is new we could refer and put people in a fix  
8/8/19, 10:16 PM - PDGÂ©: And in this mainline star zee etc will face heat this being sun  
8/8/19, 10:16 PM - Romil Ramgaria Barc: Missed voice call  
8/8/19, 10:16 PM - Romil Ramgaria Barc: Yes ok  
8/8/19, 10:17 PM - Romil Ramgaria Barc: Will check  
8/9/19, 11:07 AM - PDGÂ©: Give them a Sunday deadline  
8/9/19, 11:34 AM - Romil Ramgaria Barc: Yes  
8/9/19, 11:35 AM - PDGÂ©: Pls speak to PT before he discusses with Nakul  
8/9/19, 12:02 PM - Romil Ramgaria Barc: Have spoken to him yesterday  
8/9/19, 12:02 PM - Romil Ramgaria Barc: Will brief you  
8/9/19, 12:02 PM - Romil Ramgaria Barc: He is meeting tomorrow most likely  
8/9/19, 12:38 PM - PDGÂ©: <https://youtu.be/4WcFmQSBmII>

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Chat With Romil Ramgaria

Reporter Kuldeep's house is in the water since last 3 days in Sangli and he is not been able to get in touch with his family yet.

Nevertheless, he has been reporting continuously for 3 days. But when anchor asked if his family is safe, Kuldeep broke down in live program.

8/9/19, 12:38 PM - PDG&@: Despite this kind of coverage ABP Majha is number 2 this week. Can't believe the numbers

8/9/19, 12:38 PM - PDG&@: Now Rama has started sending me

8/9/19, 12:38 PM - PDG&@: 8Y"

8/9/19, 12:38 PM - Romil Ramgaria Barc: rama sent me also the same thing

8/9/19, 12:38 PM - PDG&@: So same modus operandi as others

8/9/19, 12:39 PM - PDG&@: Let's send the mail quickly to Techcomm

8/9/19, 12:39 PM - PDG&@: Today is Friday

8/9/19, 12:39 PM - PDG&@: I suggest make it objective - over xx %we consider substantial and hence news is done etc etc

8/9/19, 12:40 PM - PDG&@: Now it's so much percent with Tamil

8/9/19, 12:40 PM - Romil Ramgaria Barc: yes - suma and elbert putting it together - will send you a draft by 3 or so

8/9/19, 12:41 PM - PDG&@: Earlier the better

8/9/19, 5:01 PM - Romil Ramgaria Barc: india TV has subscribed and paid 100% for PV

8/9/19, 5:02 PM - PDG&@: 8Y"

8/9/19, 8:36 PM - Romil Ramgaria Barc: <Media omitted>

8/9/19, 8:36 PM - PDG&@: <Media omitted>

8/9/19, 8:36 PM - PDG&@: Yes

8/9/19, 9:33 PM - PDG&@: Pls ask Elbert to draft reply to gauravjeet

8/9/19, 9:34 PM - PDG&@: Should go tonight

8/10/19, 10:46 AM - PDG&@: The treatment of these reach outliers are basis the growth rate of the Top channels in the Genre (excluding the channels that are flagged as reach outliers) for Hindi News. In the case of English News the growth is capped basis the previous 4 weeks average. In case the growth of the channel is across markets or if multiple channels in the Genre also grow then the treatment is not applied as the reach growth can be attributed to breaking news/special events.

8/10/19, 10:47 AM - PDG&@: Honestly this can be coded

8/10/19, 11:28 AM - Romil Ramgaria Barc: Yes agree - MR has done that

8/10/19, 11:54 AM - PDG&@: Spoke to Rohit and Gauravjeet

8/10/19, 11:54 AM - PDG&@: Rohit was of the view that numbers should be moderated down but gauravjeet was of the view that in light of board discussion we should not recommend that

8/10/19, 11:55 AM - PDG&@: Rohit finally agreed

8/10/19, 11:55 AM - PDG&@: So Gauravjeet will write a mail now to say Techcomm can't decide since board has a view - pls refer to Board

8/10/19, 11:55 AM - PDG&@: Sun HD is 3.5x of usual right?

8/10/19, 11:57 AM - Romil Ramgaria Barc: 3x 8Y"

8/10/19, 12:01 PM - PDG&@: K

8/10/19, 12:20 PM - Romil Ramgaria Barc: So what do we do this week,

8/10/19, 12:21 PM - PDG&@: Let Gauravjeet reply - we forward that to board and give them deadline and alternative similarly

8/10/19, 12:35 PM - Romil Ramgaria Barc: Ok

8/10/19, 1:45 PM - Romil Ramgaria Barc: You might want to talk to nakul also once before we send this mail

8/10/19, 1:46 PM - PDG&@: Yes

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Chat With Romil Ramgaria

8/10/19, 1:47 PM - Romil Ramgaria Barc: Let me know. Post which will get the mail sent from co sec ID

8/10/19, 1:51 PM - PDG&C: Not reachable now

8/10/19, 1:51 PM - PDG&C: Will tell

8/10/19, 1:51 PM - Romil Ramgaria Barc: Should we send the mail

8/10/19, 1:52 PM - Romil Ramgaria Barc: My sense is everyone will say - we shall wait for the OC report

8/10/19, 1:52 PM - Romil Ramgaria Barc: And then let's take a call

8/10/19, 1:52 PM - Romil Ramgaria Barc: But OC is not forming any view on this

8/10/19, 1:53 PM - PDG&C: I think send

8/10/19, 1:53 PM - Romil Ramgaria Barc: Ok

8/10/19, 4:23 PM - PDG&C: Spike to nakul

8/10/19, 4:23 PM - PDG&C: Will talk to you

8/10/19, 7:19 PM - Romil Ramgaria Barc: Missed voice call

8/10/19, 7:26 PM - PDG&C: He also commented that we don't have records of why we cut how much

8/10/19, 7:28 PM - PDG&C: We should have a narrative of how we faced market - learnt and evolved and built processes in parallel

8/10/19, 7:29 PM - PDG&C: How MR2 then MR3 happened

8/10/19, 7:29 PM - PDG&C: And now we are testing MR4 which will have all records

8/11/19, 12:36 PM - Romil Ramgaria Barc: Reach increase for News 18 Kannada is 47% and all markets have grown in similar levels

8/11/19, 12:36 PM - Romil Ramgaria Barc: Reach increase for News 18 Kannada is 47% and all markets have grown in similar levels

8/11/19, 12:36 PM - Romil Ramgaria Barc: News 18 TN the increase is around 68% but Kerala the increase is 167% on Friday

8/11/19, 12:36 PM - Romil Ramgaria Barc: They have taken multiple landing pages. We are rationalising this

8/11/19, 12:37 PM - PDG&C: Yes

8/11/19, 12:37 PM - PDG&C: Also since cnn news 18 has given up multiple Landing - see if their reach is down

8/11/19, 12:38 PM - PDG&C: Apparently some prasad guy is guiding these calls and he is saying give Landing to colors

8/11/19, 12:39 PM - Romil Ramgaria Barc: Hmmm - yes they have given up News18 Hindi, cnnnews in favour of regional news, regional GEC and colors

8/11/19, 12:40 PM - PDG&C: So they must be seeing the arbitrage

8/11/19, 12:40 PM - PDG&C: English news won't give them much money by being no 2 or 1

8/11/19, 12:41 PM - PDG&C: Colors will give disproportionately more

8/11/19, 12:41 PM - Romil Ramgaria Barc: Yes

8/11/19, 12:41 PM - Romil Ramgaria Barc: But we will control the news ones?

8/11/19, 12:41 PM - PDG&C: Yes

8/11/19, 12:41 PM - PDG&C: Till board decides otherwise

8/11/19, 12:41 PM - Romil Ramgaria Barc: Though our SOP it's only Hindi and English news for reach outliers

8/11/19, 12:42 PM - Romil Ramgaria Barc: But will do for this also - else it will become a joke

8/11/19, 12:42 PM - PDG&C: Yes principle should be same

8/11/19, 12:42 PM - PDG&C: If anything spikes abnormally we should

8/11/19, 12:48 PM - Romil Ramgaria Barc: But not GEC's so far / ideally we should control sun HD Laos

8/11/19, 12:48 PM - Romil Ramgaria Barc: Also

8/11/19, 12:49 PM - PDG&C: Yes let's see what board says

8/11/19, 12:49 PM - PDG&C: Principle should be same in my view



## Chat With Romil Ramgaria

8/11/19, 12:49 PM - PDGÂ: But let Board decide  
 8/11/19, 12:49 PM - PDGÂ: We will say - they said - whatever  
 8/11/19, 8:29 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:30 PM - PDGÂ: Ok  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: Top Stories of the week are:  
 &#x2022; GOVT SCRAPS ARTICLE 370 AND SPLITS J&K LADAKH INTO 2 UNION TERRITORIES  
 &#x2022; PM NARENDRA MODI&#x2019;S ADDRESS TO THE NATION ON ARTICLE 370  
 &#x2022; COVERAGE OF SENIOR BJP LEADER SUSHMA SWARAJ PASSING AWAY  
 &#x2022; MONSOON STORIES IN INDIA (2019)  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: Ranking has changed in the Hindi News Genre &#x201d;  
 &#x2022; Aaj Tak remains at #1, followed by Zee News (previously #5) & News18 India (previously #2)  
 &#x2022; Aaj Tak, R Bharat & Zee News are the biggest gainers of the week (all 3 channels had heavy focus on coverage of Article 370/ J&K stories)  
 &#x2022; ABP & News18 India underperformed vs the genre &#x201d; both the channels had relatively lower coverage of Article 370/ J&K vs their peers  
 &#x2022; Both ABP & News18 India had outperformed the genre last week  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/11/19, 8:38 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 10:32 AM - PDGÂ: Hope someone is looking at social media handles and replying like earlier  
 8/12/19, 11:04 AM - Romil Ramgaria Barc: Yes it&#x2019;s happening twice a week currently. But we need to make it more live. Checking how many posts do we normally receive etc  
 8/12/19, 11:04 AM - PDGÂ: Not just posts  
 8/12/19, 11:04 AM - PDGÂ: Messages say in FB  
 8/12/19, 11:04 AM - Romil Ramgaria Barc: Yes  
 8/12/19, 11:06 AM - Romil Ramgaria Barc: You wanted to catch up today? Will be out post 2pm. Can patch on the call or we can meet tomorrow at 11 or before  
 8/12/19, 11:07 AM - PDGÂ: Then can't do today - i have things till 430-5  
 8/12/19, 11:07 AM - PDGÂ: No these things rather not be done on call  
 8/12/19, 11:07 AM - Romil Ramgaria Barc: Ok. Will schedule this tomorrow  
 8/12/19, 11:58 AM - PDGÂ: Hope you have met PT before today's meeting  
 8/12/19, 12:05 PM - Romil Ramgaria Barc: They are meeting tomorrow evening. Meeting him at 1pm tomorrow  
 8/12/19, 12:05 PM - Romil Ramgaria Barc: Also have told him to take help from Prashant to make the tables etc as he wants to show  
 8/12/19, 12:05 PM - Romil Ramgaria Barc: Have been in touch with him -  
 8/12/19, 12:06 PM - PDGÂ: ok  
 8/12/19, 12:06 PM - Romil Ramgaria Barc: Have asked him that we can meet on Wednesday if Nakul wants before the shashi meeting  
 8/12/19, 12:06 PM - PDGÂ: have they fixed a meeting with Shashi?  
 8/12/19, 12:06 PM - PDGÂ: he is back only on 17th i thought  
 8/12/19, 12:06 PM - Romil Ramgaria Barc: No. Because he is only returning by weekend. They planning to meet on 19th Monday  
 8/12/19, 12:07 PM - PDGÂ: ok  
 8/12/19, 12:07 PM - PDGÂ: yes they must meet us before meeting shashi or any other board member  
 8/12/19, 12:09 PM - Romil Ramgaria Barc: Yes

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 [Handwritten signatures and initials]



## Chat With Romil Ramgaria

8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: Channel focused on coverage to the article 370/ J&K along with R Bharat. Both channels had approximately given 67% SOD to Article 370 & related stories. Zee News also gave higher SOD to Sushma Swaraj's death (around 19%).  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: Channel gain in ranking was also contributed by News18 India & ABP's underperformance during the week.  
 8/12/19, 12:50 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:51 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:56 PM - PDG: the reach thing - of CNN News18 - you should show Vikas  
 8/12/19, 12:56 PM - Romil Ramgaria Barc: And even for News18 - it hasn't grown much  
 8/12/19, 12:56 PM - PDG: on hindi your friend was expecting growth in ranking  
 8/12/19, 12:56 PM - Romil Ramgaria Barc: <Media omitted>  
 8/12/19, 12:56 PM - PDG: yes  
 8/12/19, 12:57 PM - PDG: hmm  
 8/12/19, 12:57 PM - Romil Ramgaria Barc: I know - he was expecting to be no 4 and share of 12%  
 8/12/19, 12:57 PM - Romil Ramgaria Barc: From 8.5 he moves to share of 10.5  
 8/12/19, 12:57 PM - Romil Ramgaria Barc: But ranking remains same 67%  
 8/12/19, 12:58 PM - PDG: yes saw  
 8/12/19, 1:01 PM - Romil Ramgaria Barc: the hackathon by TRAI needs to be like a pre-agreed thing - most likely it will go to Hackerearth or persistent - surprised to see IAMAI  
 8/12/19, 1:10 PM - PDG: Sanjay Tripathi and Suresh Nimbalkar is running a sustained campaign against us - using IAMAI banner  
 8/12/19, 1:10 PM - PDG: They are spreading the word that TRAI has asked them to evaluate alternative  
 8/12/19, 1:11 PM - PDG: Suresh has vested interest - he wants MA contract  
 8/12/19, 1:12 PM - PDG: I wonder if TRAI knows what scope to give these hackathon organisers  
 8/12/19, 1:12 PM - PDG: As in what solution is expected out of participants  
 8/12/19, 1:12 PM - PDG: Both from stats and tech perspective  
 8/13/19, 10:28 AM - PDG: <Media omitted>  
 8/13/19, 10:36 AM - Romil Ramgaria Barc: Meeting him tomorrow morning - Siju is also here  
 8/13/19, 10:36 AM - Romil Ramgaria Barc: Meeting him at 930  
 8/13/19, 10:36 AM - Romil Ramgaria Barc: With Elbert  
 8/13/19, 10:36 AM - Romil Ramgaria Barc: Venkat is on leave  
 8/13/19, 10:36 AM - PDG: Ok  
 8/13/19, 11:52 AM - PDG: Did you check on Saam.TV and SABTV?  
 8/13/19, 12:16 PM - Romil Ramgaria Barc: Yes - will chat  
 8/13/19, 12:22 PM - PDG: OC meeting will be mostly Wednesday  
 8/13/19, 12:22 PM - Romil Ramgaria Barc: Next week or tomorrow  
 8/13/19, 12:22 PM - PDG: nakul was asking for friday - told him its difficult  
 8/13/19, 12:22 PM - PDG: tomorrown  
 8/13/19, 12:22 PM - Romil Ramgaria Barc: Ok  
 8/13/19, 3:11 PM - PDG: We should strongly prove Nielsen wrong on this churn thing

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## Chat With Romil Ramgaria

8/13/19, 3:11 PM - PDG&: Question them strongly in your meeting with zee and then Nielsen directly

8/13/19, 3:40 PM - Romil Ramgaria Barc: <Media omitted>

8/13/19, 3:40 PM - Romil Ramgaria Barc: Colors Tamil team presentation to Sudhanshu when he came to Chennai

8/13/19, 3:40 PM - Romil Ramgaria Barc: On distribution

8/13/19, 3:41 PM - PDG&: Mosr numbers tally with ours?

8/13/19, 3:42 PM - Romil Ramgaria Barc: As per us DTH is around 30-35% - which is roughly 55. That's the gap

8/13/19, 5:58 PM - PDG&: you are mailing me this sun Tv approach right?

8/13/19, 6:15 PM - Romil Ramgaria Barc: Yes. In 10

8/13/19, 6:26 PM - Romil Ramgaria Barc: Will send you in a while. It's being evaluated for the change. But will send you today

8/13/19, 6:27 PM - PDG&: Ok

8/13/19, 7:45 PM - Romil Ramgaria Barc: <Media omitted>

8/13/19, 7:45 PM - Romil Ramgaria Barc: For Nakul. We will have live demo also

8/13/19, 7:46 PM - PDG&: Ok

8/13/19, 7:46 PM - Romil Ramgaria Barc: Sending you sun mail in a while

8/13/19, 7:46 PM - PDG&: Ok

8/14/19, 11:11 AM - Romil Ramgaria Barc: Did the meeting with ZEE Venkat. They have understood that it's not churn

8/14/19, 11:12 AM - Romil Ramgaria Barc: They feel our DTH and sun direct weightage is high

8/14/19, 11:12 AM - PDG&: have you been able to take out from him officially that nielsen suggested this

8/14/19, 11:12 AM - PDG&: then we can take on Nielsen legally

8/14/19, 11:12 AM - Romil Ramgaria Barc: Have explained them we feel 5/5.5 will still be analog - so out of roughly 17mn digital- 17% is sun direct which is approx 2.9mn

8/14/19, 11:13 AM - PDG&: others opinion differs right?

8/14/19, 11:13 AM - Romil Ramgaria Barc: Siju felt it was high - however I cross checked the no with mahesh also - it's fine

8/14/19, 11:13 AM - PDG&: viacom?

8/14/19, 11:13 AM - PDG&: this is important

8/14/19, 11:13 AM - Romil Ramgaria Barc: Actually I checked the contract - churn it doesn't bar - also if you remember star plus analysis was also on similar lines

8/14/19, 11:14 AM - Romil Ramgaria Barc: Will check Viacom

8/14/19, 11:14 AM - PDG&: hmm

8/14/19, 11:14 AM - PDG&: you had the viacom ppt by tamil team

8/14/19, 11:14 AM - Romil Ramgaria Barc: Also they agreed it's content weakening - also they are placed badly on sun direct

8/14/19, 11:14 AM - Romil Ramgaria Barc: Not on the base pack and hence the impact also

8/14/19, 11:15 AM - Romil Ramgaria Barc: Yes will check that

8/14/19, 11:15 AM - Romil Ramgaria Barc: <Media omitted>

8/14/19, 11:15 AM - PDG&: yes sun direct positioning even FM agrees

8/14/19, 11:33 AM - PDG&: <Media omitted>

8/14/19, 11:33 AM - Romil Ramgaria Barc: Yes saw this - 8Y-5

8/14/19, 11:33 AM - PDG&: Can we insist all ads use PV logo

8/14/19, 11:35 AM - Romil Ramgaria Barc: They are carrying the disclaimer - even our guidelines say that - will speak to them -

8/14/19, 2:56 PM - Romil Ramgaria Barc: Vivek Khanna has also left ZMCL - as of Friday

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*[Handwritten signatures and initials]*



Chat With Romil Ramgaria

8/14/19, 2:59 PM - PDG&A: Expected  
8/14/19, 9:09 PM - PDG&A: Let's think thru tabsons order  
8/14/19, 9:10 PM - PDG&A: Not getting a good feeling  
8/14/19, 9:10 PM - PDG&A: Don't issue PO  
8/14/19, 9:15 PM - Romil Ramgaria Barc: Ok  
8/14/19, 9:15 PM - Romil Ramgaria Barc: Will issue only once we are fully comfortable  
8/14/19, 9:16 PM - PDG&A: Yes  
8/14/19, 9:23 PM - Romil Ramgaria Barc: <Media omitted>  
8/14/19, 9:23 PM - Romil Ramgaria Barc: <Media omitted>  
8/14/19, 9:25 PM - PDG&A: Withdraw  
8/14/19, 9:25 PM - PDG&A: Tell sanjay  
8/14/19, 9:25 PM - PDG&A: Withdraw the PO  
8/14/19, 9:25 PM - Romil Ramgaria Barc: Yes ok  
8/14/19, 9:25 PM - PDG&A: Cancel if necessary  
8/14/19, 9:26 PM - PDG&A: Pls insist  
8/14/19, 9:26 PM - Romil Ramgaria Barc: Yes will do  
8/15/19, 10:12 AM - Romil Ramgaria Barc: I think holds true if it is q1 20.

1. For Zee Domestic

advertising revenue grew by 4.2% YoY to Rs. 11,322 million. Domestic subscription revenue grew by 46.7% YoY to Rs. 6,240 million.

2. As per Network 18 q1 investor report - New Tariff Order (NTO) implementation pains have smoothened as the value-chain adjusts to the new regime, and our subscription income has received a boost.

3. For network 18, subscription revenue growth in Q1 is 48% yoy whereas Ad revenues have dropped -4%. At an overall level (ad + subs) growth is 10%.

Hence, we can say growth in subscription revenue has compensated drop in ad revenue

8/15/19, 8:58 PM - PDG&A: <Media omitted>  
8/15/19, 8:58 PM - PDG&A: Zee News Showing 'movie Uri' The Surgical Strike in its 8 PM regular news slot  
8/15/19, 9:49 PM - Romil Ramgaria Barc: Strange  
8/16/19, 11:19 AM - PDG&A: I don't think you have met Avinash Pandey in his office in the recent past  
8/16/19, 11:19 AM - Romil Ramgaria Barc: No I haven't  
8/16/19, 11:20 AM - PDG&A: As ibf board he needs attention  
8/16/19, 11:21 AM - Romil Ramgaria Barc: Yes agree - with him it's fine - it becomes negative with his team - will fix up a meeting with him in 1-2 weeks  
8/16/19, 11:21 AM - Romil Ramgaria Barc: But agree - need to meet Abp Network18 more from leadership standpoint  
8/16/19, 11:21 AM - Romil Ramgaria Barc: Will catch up with Avinash as well  
8/16/19, 11:21 AM - PDG&A: You should every month  
8/16/19, 11:22 AM - Romil Ramgaria Barc: We have with republic and india today - these two india tv and ZEE are weak  
8/16/19, 11:22 AM - Romil Ramgaria Barc: Told Sehgal also that with ZEE editorial we hardly have any interaction  
8/16/19, 11:24 AM - PDG&A: Vivek Khanna was pushing me to meet Sudhir Chaudhary on the wion thing  
8/16/19, 11:24 AM - PDG&A: I avoided

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Chat With Romil Ramgaria

8/16/19, 11:25 AM - Romil Ramgaria Barc: Hmm ok - will fix up a meeting with them also - since we won't have any connect after Vivek and Ashok leaving  
 8/16/19, 11:25 AM - PDG@: Has vivek left officially?  
 8/16/19, 11:25 AM - Romil Ramgaria Barc: That's what I heard - no formal news but will reconfirm again  
 8/16/19, 11:27 AM - PDG@: I know avinash wants attention  
 8/16/19, 11:27 AM - PDG@: He has hinted that we don't meet people - read him  
 8/16/19, 11:27 AM - Romil Ramgaria Barc: Yes - have met him twice in last six months - but will meet him  
 8/16/19, 1:51 PM - Romil Ramgaria Barc: <Media omitted>  
 8/16/19, 1:51 PM - Romil Ramgaria Barc: Hello Romil.. This pdf has screenshots of one the scene from star plus' show "Kahaan Hum Kahaan Tum"

Just to give you a background - Lead actress in this show is playing a character of tv superstar - who works in a show & plays a role of sanskari bahu in the show called kahani parvati ki

There was one scene where she is having the discussion with her producer in that show and they discuss about the ratings to be released on Thursday (no reference of BARC), how they are tensed before the data release and how wedding track in their show will perform against murder track in their competition show

8/16/19, 1:51 PM - Romil Ramgaria Barc: Screenshots from hotstar  
 8/16/19, 1:57 PM - Romil Ramgaria Barc: The PO has been withdrawn  
 8/16/19, 6:30 PM - PDG@: Water mark remains same  
 8/16/19, 6:30 PM - PDG@: Zee Hindustan starts Tamil and Telugu feed from wef 15/8/2019  
 8/16/19, 6:30 PM - PDG@: And the channels is being shifted in Tamil and Telugu news genre.  
 8/16/19, 6:30 PM - PDG@: Later they will add more languages in a month  
 8/16/19, 6:30 PM - PDG@: Is this true?  
 8/16/19, 6:33 PM - PDG@: <Media omitted>  
 8/16/19, 6:33 PM - PDG@: Pls check  
 8/16/19, 9:17 PM - Romil Ramgaria Barc: They are carrying Tamil and Telegu dubbed version - same WM ID so far - similar thing they did with wion hindi and English to begin and then had diff WM ID for them later  
 8/16/19, 9:18 PM - PDG@: So virtual channel ratings?  
 8/16/19, 9:18 PM - PDG@: Have they informed us?  
 8/16/19, 9:18 PM - PDG@: Aren't they supposed to?  
 8/16/19, 9:26 PM - Romil Ramgaria Barc: Not virtual - it's like discovery earlier - since same WM ID  
 8/16/19, 9:26 PM - Romil Ramgaria Barc: Dont think they informed us. Will check  
 8/16/19, 9:28 PM - PDG@: Are they supposed to?  
 8/16/19, 9:28 PM - PDG@: As per EULA?  
 8/16/19, 9:54 PM - Romil Ramgaria Barc: Sir they are testing with dubbed feed and once they separte the WM ID, will notify us beforehand  
 8/16/19, 10:07 PM - PDG@: Hmmm  
 8/16/19, 10:07 PM - PDG@: Pls remind me to speak to you on india TV and shashi conversation  
 8/16/19, 10:38 PM - Romil Ramgaria Barc: Ok  
 8/17/19, 8:48 AM - PDG@: Tata Sky adds Tamil audio in Zee Hindustan  
 8/17/19, 8:48 AM - PDG@: <Media omitted>  
 8/17/19, 8:48 AM - PDG@: Yes sir ... I also checked and confirmed the same.. where ever possible they will change the genre or else let it be in Hindi news genre with audio options... regards

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Chat With Romil Ramgaria

8/18/19, 10:54 AM - PDG&C: [https://theprint.in/opinion/simi-garewal-indias-oprah-in-white-is-coming-back-but-is-karan-johar-generation-ready/278265/amp/?\\_twitter\\_impression=true](https://theprint.in/opinion/simi-garewal-indias-oprah-in-white-is-coming-back-but-is-karan-johar-generation-ready/278265/amp/?_twitter_impression=true)  
8/18/19, 10:55 AM - PDG&C: Which channel?  
8/19/19, 8:35 AM - PDG&C: Also this Iit thing - let's spend 15-20 min talking on these and some people issues  
8/19/19, 8:48 AM - Romil Ramgaria Barc: Ok  
8/19/19, 12:02 PM - Romil Ramgaria Barc: Mukesh Lodha Nielsen .vcf (file attached)  
8/19/19, 12:56 PM - Romil Ramgaria Barc: <Media omitted>  
8/19/19, 1:07 PM - PDG&C: How is this week looking  
8/19/19, 1:58 PM - Romil Ramgaria Barc: Ranking remains same - share has dropped from 10.17 to AP  
8/19/19, 1:58 PM - Romil Ramgaria Barc: 10  
8/19/19, 6:30 PM - PDG&C: where are we on BI with MRUC?  
8/19/19, 7:19 PM - Romil Ramgaria Barc: <Media omitted>  
8/19/19, 7:27 PM - PDG&C: Am ok  
8/20/19, 10:16 AM - PDG&C: Should we speak tonthe quantiphi promoter on the Iit thing  
8/20/19, 11:20 AM - Romil Ramgaria Barc: Yes can chat with him.  
8/20/19, 11:21 AM - PDG&C: let me reach out - there is a diff connect there  
8/20/19, 3:16 PM - PDG&C: <Media omitted>  
8/20/19, 3:16 PM - PDG&C: can i send these as suggestions from OC to Punit and Shashi  
8/20/19, 3:17 PM - PDG&C: Nakul doesnt want to hurry but shashi wants us to hurry  
8/20/19, 3:17 PM - Romil Ramgaria Barc: These are not quite clear for them to understand  
8/20/19, 3:17 PM - Romil Ramgaria Barc: Let me articulate it better  
8/20/19, 3:17 PM - PDG&C: yes pls - asap  
8/20/19, 3:17 PM - Romil Ramgaria Barc: This was more put together so that we donâ€™t loose thought  
8/20/19, 3:24 PM - Romil Ramgaria Barc: <Media omitted>  
8/20/19, 3:48 PM - PDG&C: punit wants a note on this  
8/20/19, 6:35 PM - Romil Ramgaria Barc: belkin  
8/20/19, 6:40 PM - PDG&C: Oh yeah  
8/21/19, 12:54 PM - PDG&C: how soon can we see results of the PT method  
8/21/19, 1:08 PM - Romil Ramgaria Barc: Most likely Tuesday  
8/21/19, 1:09 PM - PDG&C: So long?  
8/21/19, 1:12 PM - Romil Ramgaria Barc: Scinaptic has been briefed to work on one week. To develop and get the logic right and do the analysis my sense is it will take that much time  
8/21/19, 1:13 PM - PDG&C: Internally no one can?  
8/21/19, 1:15 PM - Romil Ramgaria Barc: We have just hired few python coders. They will take more time to do this  
8/21/19, 5:17 PM - PDG&C: Did you speak to anand Ganesan?  
8/21/19, 5:45 PM - Romil Ramgaria Barc: He didnâ€™t pick up. Have left him a message again  
8/21/19, 5:47 PM - PDG&C: can we get their auditor to pick this up  
8/21/19, 5:48 PM - PDG&C: Batliboi  
8/21/19, 5:49 PM - Romil Ramgaria Barc: Yes bank auditor  
8/21/19, 7:59 PM - PDG&C: Avinash didn't attend ibf meeting today  
8/21/19, 7:59 PM - PDG&C: Anyone we can ask what happened?  
8/21/19, 8:01 PM - Romil Ramgaria Barc: Let me check

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## Chat With Romil Ramgaria

8/22/19, 3:47 PM - Romil Ramgaria Barc: R Bharat was coming till 3:30 only  
 8/22/19, 3:47 PM - Romil Ramgaria Barc: Now its landing on Times Now, here is the latest video  
 8/22/19, 3:47 PM - Romil Ramgaria Barc: <Media omitted>  
 8/22/19, 3:47 PM - Romil Ramgaria Barc: Have sent it to arora also  
 8/22/19, 3:48 PM - PDGÂ©: ॐY~5  
 8/22/19, 3:49 PM - PDGÂ©: I mentioned to Punit  
 8/22/19, 3:49 PM - PDGÂ©: Do you think he instructed?  
 8/22/19, 3:49 PM - Romil Ramgaria Barc: Send to nakul also  
 8/22/19, 3:49 PM - PDGÂ©: I have  
 8/22/19, 3:49 PM - Romil Ramgaria Barc: Donâ€™t think so. Must be times pressure is my sense. Will check  
 8/22/19, 3:49 PM - PDGÂ©: Not this new version  
 8/22/19, 3:49 PM - Romil Ramgaria Barc: Yes ok  
 8/22/19, 4:55 PM - Romil Ramgaria Barc: <Media omitted>  
 8/22/19, 4:56 PM - PDGÂ©: Fuck  
 8/22/19, 4:56 PM - PDGÂ©: I guess microphone settings in iOS  
 8/22/19, 4:56 PM - Romil Ramgaria Barc: Will check  
 8/23/19, 11:02 AM - Romil Ramgaria Barc: You are fixing the MARUTI meeting kya?  
 8/23/19, 11:02 AM - PDGÂ©: that day i texted - no response - maybe ping once more  
 8/23/19, 11:02 AM - PDGÂ©: i want to meet you and siva now in the morning  
 8/23/19, 11:03 AM - Romil Ramgaria Barc: I am on my way from Madison. Should be there in 30 mins  
 8/23/19, 11:03 AM - Romil Ramgaria Barc: Will brief you on The joint UE discussion  
 8/23/19, 11:13 AM - PDGÂ©: who all were there  
 8/23/19, 11:24 AM - Romil Ramgaria Barc: Shashi sir Vikram MRUC nielsen PT deepen and myself  
 8/23/19, 11:25 AM - PDGÂ©: ok  
 8/24/19, 10:10 AM - PDGÂ©: [https://www.cnet.com/google-amp/news/facebook-has-a-new-privacy-tool-to-protect-your-data-heres-how-to-use-it-now/?\\_twitter\\_impression=true](https://www.cnet.com/google-amp/news/facebook-has-a-new-privacy-tool-to-protect-your-data-heres-how-to-use-it-now/?_twitter_impression=true)  
 8/24/19, 10:10 AM - PDGÂ©: Try this out  
 8/24/19, 11:08 PM - PDGÂ©: Interesting  
  
<https://zerodha.com/z-connect/traders-zone/lessons-from-trading-on-yes-bank>  
 8/25/19, 1:05 PM - Romil Ramgaria Barc: Meeting avinash Pandey tomorrow at 11am in Delhi  
 8/25/19, 1:13 PM - PDGÂ©: Ok  
 8/25/19, 1:14 PM - Romil Ramgaria Barc: Also have a meeting with few others PTC MHI and 4 interviews. Am in delhi on Monday and Tuesday  
 8/25/19, 1:14 PM - Romil Ramgaria Barc: Want to also handhold Asti after Mohit joining  
 8/25/19, 1:15 PM - PDGÂ©: Ok  
 8/25/19, 1:15 PM - PDGÂ©: Has Mohit started understanding?  
 8/25/19, 1:16 PM - Romil Ramgaria Barc: Yes - been a week. Getting him trained on BMW bio news Salesforce  
 8/25/19, 1:16 PM - PDGÂ©: Won't he do some Bombay meetings?  
 8/25/19, 1:16 PM - Romil Ramgaria Barc: He is meeting different teams  
 8/25/19, 1:16 PM - PDGÂ©: Ok  
 8/25/19, 1:16 PM - Romil Ramgaria Barc: Right now for the first 2 weeks, want him to be internal  
 8/25/19, 1:16 PM - Romil Ramgaria Barc: He is in Mumbai for another week



## Chat With Romil Ramgaria

8/25/19, 1:16 PM - PDGÂ©: Yes  
 8/25/19, 1:17 PM - Romil Ramgaria Barc: Will do a visit with him to all news guys and introduce him  
 8/25/19, 1:17 PM - Romil Ramgaria Barc: He will take it over from there - will also chat about him with avinash tomorrow  
 8/25/19, 1:18 PM - PDGÂ©: What's the structure - does Asti report to him?  
 8/25/19, 1:18 PM - PDGÂ©: Or parallel  
 8/25/19, 1:18 PM - Romil Ramgaria Barc: Parallel -  
 8/25/19, 1:18 PM - Romil Ramgaria Barc: Letâ€™s see how it goes 6m down the line  
 -  
 8/25/19, 1:18 PM - PDGÂ©: Ok  
 8/25/19, 3:12 PM - PDGÂ©: Meeting kartik sharma Tom - any inputs?  
 8/25/19, 3:25 PM - Romil Ramgaria Barc: He will speak about how much he spends on carriage, content etc. Letâ€™s bury the old misgivings between two org and start fresh. Nandita has nothing to do with them etc  
 8/25/19, 3:25 PM - Romil Ramgaria Barc: Actually, you can ask him if he can actually help implicate Nandita or her husband in this - to make an example - 8Y-8  
 8/25/19, 3:26 PM - Romil Ramgaria Barc: Else he will speak about his multiple other businesses etc etc  
 8/25/19, 3:46 PM - PDGÂ©: Nandita doesn't work with him anymore?  
 8/25/19, 3:46 PM - PDGÂ©: The meeting is to bury things  
 8/25/19, 3:46 PM - PDGÂ©: What can we ask from him  
 8/25/19, 3:46 PM - PDGÂ©: To bury  
 8/25/19, 3:57 PM - Romil Ramgaria Barc: No  
 8/25/19, 3:59 PM - Romil Ramgaria Barc: 1) to go against Nandita 2) to help us expose the tampering cartel 3) to not indulge in tapering. But the issue is they continue to do the same - in delhi they still have substantial ratings  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: \*Top News:\*  
 â€¢ INX Media & Aircel Maxis Money Laundering Case  
 â€¢ Govt Scraps Article 370 And Splits J&K Ladakh Into 2 Union Territories  
 â€¢ Monsoon In India(2019)  
 â€¢ PM Narendra Modiâ€™s Visit To France(2019)  
 â€¢ PM Narendra Modiâ€™s Visit To Bhutan(2019)  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: Hindi News Numbers for the week:  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: <Media omitted>  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: <Media omitted>  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: <Media omitted>  
 8/25/19, 4:28 PM - Romil Ramgaria Barc: No change in Ranking at HSM.  
 8/25/19, 4:31 PM - PDGÂ©: K  
 8/25/19, 6:10 PM - Romil Ramgaria Barc: Anything to avinash? Will tell him about LP and reach outlier process  
 8/25/19, 6:10 PM - Romil Ramgaria Barc: Also about how let NBA give us one view - and letâ€™s follow that  
 8/25/19, 6:11 PM - PDGÂ©: Yes and why it cannot be automatic and if automatic then some will suffer without reason  
 8/25/19, 6:11 PM - Romil Ramgaria Barc: Yes -  
 8/25/19, 6:11 PM - PDGÂ©: Important thing is that he should feel that we value his views - i think he needs attention  
 8/25/19, 6:12 PM - PDGÂ©: Because he is both IBF and NBA  
 8/25/19, 6:12 PM - Romil Ramgaria Barc: Yes agree - will tell him see India tv UP news nation etc  
 8/25/19, 6:12 PM - Romil Ramgaria Barc: We have taken action basis what we discussed

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## Chat With Romil Ramgaria

8/25/19, 6:12 PM - PDG&C: Yes also tell him his team's story selection is wrong most times

8/25/19, 6:12 PM - Romil Ramgaria Barc: Yes ok

8/26/19, 1:38 PM - PDG&C: <https://timesofindia.indiatimes.com/blogs/Citycitybangbang/the-perils-of-measurement/>

8/26/19, 1:38 PM - Romil Ramgaria Barc: Yes read this in the morning - it came in print also

8/26/19, 1:39 PM - Romil Ramgaria Barc: But nothing much in the article

8/26/19, 1:40 PM - PDG&C: Apart from the model of minute by minute ratings

8/26/19, 5:16 PM - Romil Ramgaria Barc: <Media omitted>

8/26/19, 5:16 PM - Romil Ramgaria Barc: Have sent this to Vivek

8/26/19, 5:19 PM - PDG&C: ok

8/26/19, 6:59 PM - PDG&C: Apprehensive about yes bank route now

8/26/19, 7:00 PM - PDG&C: Karan could spill to ashish

8/26/19, 7:06 PM - Romil Ramgaria Barc: Hmmm ok

8/27/19, 5:27 AM - Romil Ramgaria Barc: Avinash also mentioned if Aaj Tak is going some tapering along with india tv òÿ-Š I said NO

8/27/19, 5:28 AM - Romil Ramgaria Barc: Not that we have come across anything. Then how come the gap is become so steep Between them and others

8/27/19, 6:52 AM - PDG&C: Hmmm

8/27/19, 12:41 PM - PDG&C: This girl i met from star sports for dinesh s team

8/27/19, 12:41 PM - PDG&C: I think she has potential - should be in broadcaster or growth team rather than agencies - where she may get bored

8/27/19, 12:42 PM - Romil Ramgaria Barc: Let her start there and then we can move her - right now we need there since Prashant is leaving and Anjali is ineffective

8/27/19, 12:42 PM - PDG&C: She was interacting with brands already

8/27/19, 12:42 PM - PDG&C: Kedar - take there

8/27/19, 12:42 PM - PDG&C: Madison guy

8/27/19, 12:42 PM - Romil Ramgaria Barc: Hmm ok

8/27/19, 2:15 PM - PDG&C: Lots of gaps between what OC wants and Prashant/suma are towards - directionally - you may need to step in asap

8/27/19, 2:15 PM - PDG&C: i just spent some time

8/27/19, 2:43 PM - Romil Ramgaria Barc: Ok

8/27/19, 5:01 PM - PDG&C: Pls ask Prashant/suma to circulate the slides by tonight and then four of us can get into a call tom

8/27/19, 5:01 PM - PDG&C: The 3/4 points i asked today

8/27/19, 5:01 PM - PDG&C: The other ppt should be made only when we receive content from PT over mail

8/27/19, 6:20 PM - Romil Ramgaria Barc: Doing this LEAP thing on mail won&#x2019;t help - is my view - this is more important for optics - actually nothing will come out - that would be better f2f and show it&#x2019;s transparent etc

8/27/19, 6:23 PM - PDG&C: Ok let's talk

8/28/19, 3:44 PM - PDG&C: As a strategy we should not offer them only digital - it should be TV plus digital

8/28/19, 3:45 PM - Romil Ramgaria Barc: They want our help on fusion

8/28/19, 3:45 PM - Romil Ramgaria Barc: No measurement etc - largely MSCI and software help

8/28/19, 3:46 PM - PDG&C: Oh ok

8/28/19, 3:51 PM - Romil Ramgaria Barc: <Media omitted>

8/28/19, 3:55 PM - PDG&C: Put it out

8/28/19, 3:55 PM - PDG&C: Will be fun

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Chat With Romil Ramgaria

8/28/19, 3:55 PM - Romil Ramgaria Barc: We should just WhatsApp to selected people - rather then putting out on social media na?  
8/28/19, 3:56 PM - PDG&C: Ok  
8/28/19, 4:21 PM - Romil Ramgaria Barc: I have sent it to Gaurav, atul Das Anuj Gandhi and Amit shah  
8/28/19, 4:22 PM - Romil Ramgaria Barc: And Vivek M and arora  
8/28/19, 4:22 PM - PDG&C: K  
8/28/19, 11:28 PM - PDG&C: <https://www.televisionpost.com/cci-to-examine-competition-landscape-in-media-broadcasting-sector-report/>  
8/28/19, 11:28 PM - PDG&C: <Media omitted>  
8/29/19, 11:07 AM - PDG&C: <https://www.adgully.com/barc-likely-to-face-more-heat-as-questions-arise-on-measurement-methodology-itself-87941.html>  
8/29/19, 11:08 AM - PDG&C: being fed by someone  
8/29/19, 11:23 AM - PDG&C: Were we supposed to put ooh here?  
8/29/19, 11:23 AM - PDG&C: Only TV was in JV agreement  
8/29/19, 11:23 AM - PDG&C: And how come we didn't see these before the meeting  
8/29/19, 11:23 AM - Romil Ramgaria Barc: Yes - it wasn't - I also haven't seen it  
8/29/19, 11:24 AM - Romil Ramgaria Barc: Rahul told me at 11 that you had reviewed this earlier  
8/29/19, 11:24 AM - Romil Ramgaria Barc: So I was in  
8/29/19, 11:24 AM - Romil Ramgaria Barc: Ok  
8/29/19, 11:24 AM - PDG&C: No absolutely not  
8/29/19, 11:24 AM - PDG&C: Maybe he spoke about the fin review of day before  
8/29/19, 11:25 AM - PDG&C: But board meeting perspective is different  
8/29/19, 11:25 AM - PDG&C: With external partners  
8/29/19, 4:09 PM - Romil Ramgaria Barc: <Media omitted>  
8/29/19, 5:03 PM - PDG&C: Was this reinstated back?  
8/29/19, 5:04 PM - PDG&C: And hence TDSAT?  
8/29/19, 5:04 PM - Romil Ramgaria Barc: Post this consultation started  
8/29/19, 5:04 PM - Romil Ramgaria Barc: And again reinstated back in Dec  
8/29/19, 5:14 PM - PDG&C: Question maybe - did we stop cuts till December?  
8/29/19, 6:45 PM - Romil Ramgaria Barc: We have started reporting Bhojpuri top 5 pay and free channels with today's data release as well  
8/29/19, 6:46 PM - Romil Ramgaria Barc: We were only doing Hindi Marathi Punjabi - added bhojpuri also  
8/29/19, 6:46 PM - PDG&C: 3Y-5  
8/30/19, 10:01 AM - PDG&C: Is it true Udays father passed away? Two days back?  
8/30/19, 10:05 AM - Romil Ramgaria Barc: Yes.  
8/30/19, 10:05 AM - Romil Ramgaria Barc: I think yesterday  
8/30/19, 10:21 AM - PDG&C: Someone should inform us na  
8/30/19, 12:38 PM - PDG&C: <https://www.marketing-interactive.com/tv-is-not-broken-the-measurement-of-the-medium-is-says-astro-ceo-henry-tan/>  
8/30/19, 12:38 PM - PDG&C: live streaming is very important to measure  
8/30/19, 12:47 PM - PDG&C: <https://economictimes.indiatimes.com/industry/media/entertainment/media/tv-print-ad-volumes-picking-up-as-festive-season-nears/articleshow/70902109.cms>  
8/30/19, 12:47 PM - PDG&C: quoting TAM but not us  
8/30/19, 12:48 PM - Romil Ramgaria Barc: Yes -  
8/30/19, 12:48 PM - Romil Ramgaria Barc: Will have a chat  
8/30/19, 12:49 PM - Romil Ramgaria Barc: We need to stop their monitoring - else this will keep happening  
8/30/19, 12:49 PM - Romil Ramgaria Barc: Even if they bring down cost or change CEO

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## Chat With Romil Ramgaria

8/30/19, 12:49 PM - PDGÂ©: yes either they have to incur a loss for monitoring 600 or else they will not have a full picture

8/30/19, 12:49 PM - PDGÂ©: when are we writing to Punit

8/30/19, 12:50 PM - PDGÂ©: do we have a timeline plan?

8/30/19, 12:50 PM - PDGÂ©: punit then notice then switch

8/30/19, 12:50 PM - Romil Ramgaria Barc: Yes - Punit you will get the draft in an hour

8/30/19, 12:50 PM - Romil Ramgaria Barc: We will be able to move 150 channels by jan

8/30/19, 12:51 PM - PDGÂ©: so notice when

8/30/19, 12:51 PM - PDGÂ©: we should mention the tentative chronology in Punit mail

8/30/19, 12:51 PM - PDGÂ©: will show the planning

8/30/19, 1:41 PM - Romil Ramgaria Barc: Ok

8/30/19, 3:04 PM - PDGÂ©: the SRPD costing that sunil Gupta asked - was not given to him?

8/30/19, 3:04 PM - Romil Ramgaria Barc: We had given -

8/30/19, 3:05 PM - Romil Ramgaria Barc: We had made it - let me check with Shantanu once

8/30/19, 3:05 PM - PDGÂ©: yes pls check

8/30/19, 3:06 PM - Romil Ramgaria Barc: Yes we submitted... But Arvind is not aware of it

8/30/19, 3:06 PM - Romil Ramgaria Barc: He is feeling left out at TRAI clearly

8/30/19, 3:06 PM - PDGÂ©: ok pls send me a copy

8/30/19, 3:06 PM - Romil Ramgaria Barc: Gupta and Sharma both donâ€™t give him bhav

8/30/19, 3:07 PM - PDGÂ©: ðŸ™„

8/30/19, 3:07 PM - PDGÂ©: then why is he here?

8/30/19, 3:07 PM - PDGÂ©: he must have taken approval to travel and meet us

8/30/19, 3:07 PM - Romil Ramgaria Barc: To understand better - or come to the same speed - since he couldnâ€™t make to the last meeting

8/30/19, 3:08 PM - Romil Ramgaria Barc: And Gupta and Anil must have spoken about it - it looks like -

8/30/19, 3:08 PM - PDGÂ©: hmmm

8/30/19, 3:09 PM - PDGÂ©: shantanu wasa telling me arvind has direct responsibility of barc

8/30/19, 3:09 PM - PDGÂ©: anil is trying to muscle in

8/30/19, 3:09 PM - PDGÂ©: important to know the dynamics there

8/30/19, 3:09 PM - Romil Ramgaria Barc: Yes - thatâ€™s true - but Anil has a better common sense and grip - and better ears of both Gupta and Sharma

8/30/19, 3:10 PM - Romil Ramgaria Barc: Arvind and DK are more execution - technically DK is much superior to both, but again a laggard

8/30/19, 3:10 PM - PDGÂ©: yes thats visible

8/30/19, 3:10 PM - PDGÂ©: slow learner ðŸ™„

8/30/19, 3:11 PM - Romil Ramgaria Barc: <Media omitted>

8/30/19, 3:11 PM - PDGÂ©: yes now i remember

8/30/19, 4:34 PM - Romil Ramgaria Barc: Should I talk to Quantiphi on the new Meter?

8/30/19, 4:34 PM - Romil Ramgaria Barc: Am with them only

8/30/19, 4:34 PM - PDGÂ©: yes no harm

8/30/19, 4:34 PM - Romil Ramgaria Barc: They have built some capability around it from different use case standpoint

8/30/19, 4:34 PM - PDGÂ©: but the biggest AI solve we need is fro playout

8/30/19, 4:35 PM - PDGÂ©: i spoke to them on the PIR sensor and voice thing



## Chat With Romil Ramgaria

8/30/19, 4:35 PM - PDGÂ©: to vivek  
 8/30/19, 4:35 PM - PDGÂ©: you can refer to that  
 8/30/19, 4:35 PM - PDGÂ©: they were to come back  
 8/30/19, 6:49 PM - Romil Ramgaria Barc: SV is not going anywhere  
 8/30/19, 6:50 PM - PDGÂ©: Hmmm  
 8/30/19, 6:50 PM - Romil Ramgaria Barc: He had an all senior member meeting at his home and had called Adil also  
 8/30/19, 6:50 PM - Romil Ramgaria Barc: Adil clarified to everyone that he is here to stay and not going anywhere  
 8/30/19, 6:50 PM - PDGÂ©: Apparently Adil has fallen out with Rahul  
 8/30/19, 6:50 PM - PDGÂ©: That's a good way  
 8/30/19, 6:50 PM - Romil Ramgaria Barc: Also the rumour started happening because Jyothi started meeting individually some HODs  
 8/30/19, 6:51 PM - PDGÂ©: Yes  
 8/30/19, 6:51 PM - Romil Ramgaria Barc: Since she anyways doesn't have much work  
 8/30/19, 6:51 PM - PDGÂ©: Then why is Adil allowing Jyoti to do that?  
 8/30/19, 6:52 PM - Romil Ramgaria Barc: They stopped that after SV raised - 2-3 more meetings were lined up which got cancelled  
 8/30/19, 6:52 PM - PDGÂ©: That's better  
 8/30/19, 8:37 PM - PDGÂ©: Next steps on MRUC BI?  
 8/30/19, 8:50 PM - Romil Ramgaria Barc: Nielsen is coming up on the sampling plan, cost and ppt by end of next week  
 8/30/19, 8:50 PM - PDGÂ©: Ok  
 8/31/19, 11:51 AM - Romil Ramgaria Barc: Just got a call from a client to check if Republic TV and Times Now has opted out of BARC monitoring. Is it true?  
 8/31/19, 11:51 AM - Romil Ramgaria Barc: Editor of Dighvijay news  
 8/31/19, 11:51 AM - Romil Ramgaria Barc: Have told them otherwise - just FYI  
 8/31/19, 12:05 PM - PDGÂ©: ðŸ™‹  
 8/31/19, 12:06 PM - PDGÂ©: Tell them we will be happy if all news opt out  
 8/31/19, 12:06 PM - Romil Ramgaria Barc: ðŸ™‹  
 9/1/19, 10:31 AM - Romil Ramgaria Barc: BTVI broadcast suspended since last night - financial issues plus management decision  
 9/1/19, 10:44 AM - PDGÂ©: Yes read somewhere  
 9/3/19, 6:09 PM - Romil Ramgaria Barc: We should get OC to meet key customers across regions to give comfort  
 9/3/19, 7:58 PM - PDGÂ©: Nakul will never do it  
 9/3/19, 7:58 PM - PDGÂ©: we should leak the report  
 9/4/19, 9:13 AM - Romil Ramgaria Barc: Kantar has been asking to reduce MG for the RLD since some time - have told them no already - have another call today - am telling them if it's not making business sense for them they can disconnect - just FYI  
 9/4/19, 9:37 AM - PDGÂ©: Yes  
 9/4/19, 9:38 AM - PDGÂ©: So we should keep ready but not implement MR4 right? Pending OC?  
 9/4/19, 9:38 AM - PDGÂ©: We should ask OC on MR4?  
 9/4/19, 9:39 AM - Romil Ramgaria Barc: We can tell OC that we would be implementing in 2 weeks - we can inform them about the cut over?  
 9/4/19, 9:39 AM - PDGÂ©: Yes let's ask  
 9/4/19, 10:17 AM - PDGÂ©: How is Wadala flyover  
 9/4/19, 10:17 AM - Romil Ramgaria Barc: It is ok  
 9/4/19, 10:18 AM - PDGÂ©: K  
 9/4/19, 11:37 AM - Romil Ramgaria Barc: i was thinking we don't need VP comms for the role - should we look at urvi for heading comms?



## Chat With Romil Ramgaria

9/4/19, 11:37 AM - Romil Ramgaria Barc: and get a replacement for joyce -  
 9/4/19, 11:38 AM - Romil Ramgaria Barc: may be a better trio then getting someone from agency etc who hasn't worked on this beat or data?  
 9/4/19, 11:41 AM - PDG@: yes we spoke on this long back now - dont know what happened to Urvi  
 9/4/19, 11:41 AM - PDG@: we should check out that Harveen girl too - ex Mint and Ken - delhi based  
 9/4/19, 11:41 AM - PDG@: i agree on no VP  
 9/4/19, 11:41 AM - PDG@: but we should have someone whom could do social etc apart from Press  
 9/4/19, 11:42 AM - PDG@: we cant expect strategy anyways so why take someone too senior  
 9/4/19, 11:43 AM - PDG@: important to get an enthu outlet like her  
 9/4/19, 11:43 AM - Romil Ramgaria Barc: Yes completely agree  
 9/4/19, 11:43 AM - Romil Ramgaria Barc: Need that energy for multiple reasons  
 9/4/19, 11:43 AM - PDG@: yes  
 9/4/19, 11:57 AM - Romil Ramgaria Barc: urvi was very slow on responding to WhatsApp - had two instances with her -  
 9/4/19, 11:58 AM - PDG@: ok  
 9/4/19, 11:58 AM - Romil Ramgaria Barc: have reached out to her again  
 9/4/19, 11:58 AM - Romil Ramgaria Barc: lets see  
 9/4/19, 11:58 AM - PDG@: but my larger issue is why was she not contacted by HR in all this time  
 9/4/19, 11:58 AM - PDG@: they cant be sleeping  
 9/4/19, 11:58 AM - Romil Ramgaria Barc: also on this VAM thing, have clarified to derrick that we want to do best 10K button pushing guys and ascribe them to the balance 40K  
 9/4/19, 11:58 AM - PDG@: and pushing other candidates  
 9/4/19, 11:58 AM - PDG@: yes  
 9/4/19, 11:58 AM - PDG@: best 10 ascribed to 4  
 9/4/19, 11:59 AM - PDG@: 40  
 9/4/19, 11:59 AM - Romil Ramgaria Barc: and not the other way around - he was thinking that we will continue with 40K button pushing and ascribe remaining 10K for non button pushing  
 9/4/19, 11:59 AM - Romil Ramgaria Barc: yes ok  
 9/4/19, 11:59 AM - PDG@: pls write and give these briefs  
 9/4/19, 11:59 AM - PDG@: better practise  
 9/4/19, 3:42 PM - Romil Ramgaria Barc: Other panellists are:  
 Kedar Gavane, APAC Head of comscore  
 Jose Antonio, MD LaLiga  
 Kanika Mittal, Business Head, Twitter  
 Jehil Thakkar, Partner, Deloitte India  
 9/4/19, 3:42 PM - Romil Ramgaria Barc: Topic Brief: Despite digital being the most measured medium, video OTT and audio OTT lacks a common currency of measurement. What is that which refrains these players from sharing their data with one common agent, for one common measurement currency?  
 9/4/19, 3:43 PM - Romil Ramgaria Barc: Moderator is LV for tomorrow  
 9/4/19, 3:43 PM - PDG@: Go for it  
 9/4/19, 3:43 PM - PDG@: Get aggressive  
 9/4/19, 3:44 PM - PDG@: Say it's a myth that it's most measured  
 9/4/19, 3:44 PM - PDG@: It's mostly saying I am 8 feet tall  
 9/4/19, 3:44 PM - PDG@: Push over LV  
 9/4/19, 3:44 PM - PDG@: And take over the forum  
 9/4/19, 3:44 PM - PDG@: Go prepared with some examples

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## Chat With Romil Ramgaria

9/4/19, 3:44 PM - PDG&@: And facts  
 9/4/19, 3:45 PM - PDG&@: Kedar won't counter you much for the other reason  
 9/4/19, 3:46 PM - PDG&@: Tell Twitter and Facebook exists because of content from TV and print organisations  
 9/4/19, 3:46 PM - Romil Ramgaria Barc: Yes ok  
 9/4/19, 3:50 PM - Romil Ramgaria Barc: Was it because of the MRUC thing shashi sir would have changed stance?  
 9/4/19, 3:50 PM - PDG&@: Maybe don't get it sometimes  
 9/4/19, 3:50 PM - Romil Ramgaria Barc: Hmm  
 9/4/19, 3:50 PM - PDG&@: Will chat with him  
 9/4/19, 3:50 PM - Romil Ramgaria Barc: Yeah  
 9/4/19, 6:29 PM - Romil Ramgaria Barc: You may want to send reminder mail to Rajat ji?  
 9/4/19, 6:32 PM - PDG&@: Yes ok  
 9/4/19, 6:46 PM - PDG&@: Can you send me a note on combined BI  
 9/4/19, 6:46 PM - PDG&@: Has Nielsen sent the proposal  
 9/4/19, 6:46 PM - PDG&@: What it means for barc and MRUC  
 9/4/19, 6:47 PM - PDG&@: Timing wise and cost wise  
 9/4/19, 8:05 PM - Romil Ramgaria Barc: Yes will send. Nielsen will send proposal once there is alignment on sample size which will happen by tomorrow.  
 9/4/19, 8:05 PM - Romil Ramgaria Barc: We should get their proposal by Monday. This is late by 3-4 days  
 9/4/19, 8:09 PM - PDG&@: What's the issue on that?  
 9/4/19, 8:28 PM - Romil Ramgaria Barc: As per PT we needed 3.9L sample. Nielsen reworked it to 3.4L - hence that alignment is left which should get closed by tomorrow  
 9/4/19, 8:47 PM - PDG&@: Ok  
 9/5/19, 12:31 PM - PDG&@: Any progress on that Kartik meeting?  
 9/5/19, 12:31 PM - PDG&@: We want him to work on just one thing - credibility  
 9/5/19, 12:32 PM - Romil Ramgaria Barc: Will chat with him again - May be will plan a Bangalore trip for this  
 9/5/19, 12:32 PM - PDG&@: And to make the brand barc stand above all broadcast brands in terms of government and general consumers  
 9/5/19, 12:32 PM - PDG&@: Yes maybe worth it  
 9/5/19, 2:32 PM - Romil Ramgaria Barc: i was rethinking - we should hold on to TV5 case right now  
 9/5/19, 2:32 PM - Romil Ramgaria Barc: it might just look to be vindictive - timing may not be right  
 9/5/19, 2:32 PM - PDG&@: Have to talk on this  
 9/5/19, 2:34 PM - Romil Ramgaria Barc: ok  
 9/5/19, 4:39 PM - PDG&@: Nerdy Vikram may come in as Techcomm chair  
 9/5/19, 6:32 PM - Romil Ramgaria Barc: Hmmm - better to get from a broadcaster na?  
 9/5/19, 6:36 PM - PDG&@: Apparently Punit wants too89?,,  
 9/5/19, 6:36 PM - PDG&@: Good for us na  
 9/5/19, 6:36 PM - Romil Ramgaria Barc: Yes - good for us honestly. As he can defend it better and atleast speaks  
 9/5/19, 6:36 PM - Romil Ramgaria Barc: More black and white then grey  
 9/5/19, 6:36 PM - Romil Ramgaria Barc: Which is the need of the hour now  
 9/5/19, 6:36 PM - PDG&@: Yes  
 9/5/19, 6:49 PM - PDG&@: How was the panel  
 9/5/19, 6:49 PM - PDG&@: Did you get a chance to go aggro? On LV?  
 9/5/19, 6:59 PM - Romil Ramgaria Barc: It was very thanda - Comscore and Twitter couldnâ€¢t make due to last moment flight cancellations

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Chat With Romil Ramgaria

9/5/19, 6:59 PM - PDG&: Oh  
 9/5/19, 6:59 PM - Romil Ramgaria Barc: It was me, la liga, LV and one Hoichoi guy (last moment addition)  
 9/5/19, 7:00 PM - Romil Ramgaria Barc: Bakwaas panel / also LV was quite neutral  
 9/5/19, 7:00 PM - Romil Ramgaria Barc: No questions from audience - except anushree from ET asked about Ekam  
 9/5/19, 7:00 PM - PDG&: Ok  
 9/6/19, 4:13 PM - Romil Ramgaria Barc: Am in touch with Sundeep nagpal but the bugger is very slow /  
 9/6/19, 4:14 PM - Romil Ramgaria Barc: Have also asked Derrick to get IIM A or someone to do an independent study on this - on the various measurement pieces available and come up with a report - credible third party saying will have more value  
 9/6/19, 4:17 PM - PDG&: This is on what  
 9/6/19, 4:17 PM - PDG&: Sorry  
 9/6/19, 4:21 PM - Romil Ramgaria Barc: The zapr vs BARC - how two are completely different and zapr is good for retargetting but not for measurement at all  
 9/6/19, 4:28 PM - PDG&: Yes ok  
 9/6/19, 4:29 PM - PDG&: IIMA will take years  
 9/6/19, 4:29 PM - PDG&: We can get MICA or some student project  
 9/6/19, 4:29 PM - PDG&: Lets think  
 9/6/19, 4:52 PM - PDG&: Any issues with Markand Adhikari  
 9/6/19, 4:52 PM - PDG&: ?  
 9/6/19, 4:52 PM - PDG&: Coming to meet on Tuesday  
 9/6/19, 4:53 PM - Romil Ramgaria Barc: Let me check  
 9/6/19, 4:53 PM - Romil Ramgaria Barc: Yes ok  
 9/6/19, 4:53 PM - PDG&: Who should be in meeting  
 9/6/19, 4:53 PM - PDG&: Rushabh?  
 9/6/19, 4:53 PM - Romil Ramgaria Barc: Yes  
 9/6/19, 5:03 PM - Romil Ramgaria Barc: Sir, Manish (head of content) had called Omkar today morning asking in spite of improving distribution of Mastii across Hathway and Den, the reach and viewership has not increased  
 9/6/19, 5:04 PM - PDG&: Donwe have a reason to tell?  
 9/6/19, 5:04 PM - PDG&: Pls ask Rushabh to be prepared  
 9/6/19, 5:15 PM - Romil Ramgaria Barc: Yes - checking  
 9/6/19, 5:53 PM - Romil Ramgaria Barc: ED grills ex Jet Airways chairman Naresh Goyal for FEMA violations - India News -  
<https://www.indiatoday.in/india/story/ed-grills-ex-jet-airways-chairman-naresh-goyal-for-fema-violations-1596339-2019-09-06>  
 9/6/19, 5:54 PM - Romil Ramgaria Barc: And he was supposed to be close to the government &Y~\$  
 9/6/19, 5:54 PM - PDG&: Yeah  
 9/6/19, 5:54 PM - PDG&: &Y~\$  
 9/6/19, 5:57 PM - PDG&: ex Home minister in Tihar - could we have ever imagined?  
 9/6/19, 5:57 PM - Romil Ramgaria Barc: Yeah  
 9/6/19, 7:40 PM - PDG&: Suggest remind shashi sir on Techcomm date  
 9/6/19, 7:41 PM - Romil Ramgaria Barc: Yes ok  
 9/6/19, 7:41 PM - PDG&: And add the agenda too  
 9/7/19, 1:12 PM - Romil Ramgaria Barc: Have emailed you what PT did on landing page. Two rules are coming close to identifying already known landing pages in that week  
 9/7/19, 1:13 PM - Romil Ramgaria Barc: However there is collateral damage of it identifying other channels also

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## Chat With Romil Ramgaria

9/7/19, 1:13 PM - PDGÂ@: Yes will go thru mail  
 9/7/19, 1:13 PM - PDGÂ@: That's the issue we should informally spread  
 9/7/19, 1:13 PM - Romil Ramgaria Barc: Yes -  
 9/7/19, 1:13 PM - PDGÂ@: To make the point we were right in doing what we were doing  
 9/9/19, 5:29 PM - Romil Ramgaria Barc: Rani reddy seemed to me completely off the loop - told her she also needs to speak to people and talk, and also send letter to MIB/TRAI - she has asked us for a draft only 8Y'S  
 9/9/19, 5:29 PM - Romil Ramgaria Barc: Will draft something to her and sent  
 9/9/19, 5:29 PM - Romil Ramgaria Barc: But letâ€™s go ahead with TV5?  
 9/9/19, 5:34 PM - PDGÂ@: yes i feel  
 9/9/19, 5:34 PM - PDGÂ@: if we backtrack on too many cases (india tv being one) we will lose credibility  
 9/9/19, 5:35 PM - Romil Ramgaria Barc: Also - that mail to IBF on LEAP didnâ€™t go only - donâ€™t recollect our last discussion - should we stick to mail or do the mass reachout?  
 9/9/19, 5:35 PM - Romil Ramgaria Barc: Yes ok  
 9/9/19, 5:35 PM - PDGÂ@: we decided to send mail to top 20 or 30 broadcasters - seek written suggestions and/or a meeting  
 9/9/19, 5:36 PM - PDGÂ@: i can forward this to NP and Punit fyi  
 9/9/19, 5:36 PM - Romil Ramgaria Barc: Ok. Shall send you the mail  
 9/9/19, 5:37 PM - PDGÂ@: will she do?  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: Yes she agreed  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: But I have my doubts - canâ€™t rely  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: Told to Bapineedu also  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: Told him to also chabi Venkat for the sept board meeting on landing page -  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: That why intervention is important  
 9/9/19, 5:37 PM - Romil Ramgaria Barc: And he agreed  
 9/9/19, 5:39 PM - PDGÂ@: what will he say  
 9/9/19, 5:39 PM - PDGÂ@: i have no trust in his understanding  
 9/9/19, 5:45 PM - Romil Ramgaria Barc: Thatâ€™s true - also been negative about everything anyways  
 9/9/19, 5:46 PM - PDGÂ@: same like all - outside when he meets me - very nice very good words - but in a board meeting different  
 9/9/19, 8:44 PM - Romil Ramgaria Barc: Sanjay and Milind are quoted with a video down  
<https://themediainline.co.za/2019/09/its-a-wrapeverything-media-research-discussed-at-this-years-pamro2019-conference/>  
 9/9/19, 8:45 PM - PDGÂ@: 8Y'S  
 9/9/19, 9:25 PM - Romil Ramgaria Barc: <Media omitted>  
 9/9/19, 9:25 PM - Romil Ramgaria Barc: BTVI viewers moved to cnbc awaz and et now  
 9/9/19, 9:26 PM - PDGÂ@: K  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: <Media omitted>  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: Next weeks release we will be at 25% fully  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: Last 3 weeks since week 33 the reach has declined by 2%. This could be due to the nva.  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: <Media omitted>  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: <Media omitted>  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: When i compare the sample to the rch% drop for 2019 the chart looks like below  
 9/10/19, 10:32 AM - Romil Ramgaria Barc: <Media omitted>

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## Chat With Romil Ramgaria

9/10/19, 10:32 AM - Romil Ramgaria Barc: The average daily sample started declining since week 32. This possibly could be the reason for reach drop

9/10/19, 10:32 AM - Romil Ramgaria Barc: <Media omitted>

9/10/19, 10:33 AM - Romil Ramgaria Barc: Very apparent at Household level on which nva is applied

9/10/19, 10:33 AM - Romil Ramgaria Barc: Will have to take a break from further increase for some time -

9/10/19, 10:34 AM - PDG&C: Yes

9/10/19, 10:35 AM - Romil Ramgaria Barc: Met Karthik - explained him. He will come back with thoughts next week - will schedule a video call then

9/10/19, 10:36 AM - PDG&C: Ok

9/10/19, 10:36 AM - PDG&C: Better to put brief in a mail

9/10/19, 10:36 AM - Romil Ramgaria Barc: Meeting ranganaath public TV and then Suvarna news

9/10/19, 10:38 AM - Romil Ramgaria Barc: Have told him to work on the larger theme of credibility and what we can do to improve that in the key stakeholders, govt/broadcasters/agencies/adv in the same order

9/10/19, 10:38 AM - Romil Ramgaria Barc: Also how can we be more proactive

9/10/19, 10:38 AM - Romil Ramgaria Barc: Explained him the business and the pain from news broadcasters

9/10/19, 10:38 AM - Romil Ramgaria Barc: He will come up with thoughts but will have to get someone to execute it. He can recommend also - have asked him to supervise the execution also -

9/10/19, 10:39 AM - PDG&C: Should we start an agenda on how third party rating helps

9/10/19, 10:39 AM - PDG&C: Ok

9/10/19, 11:21 AM - PDG&C: You answered PT on the 4 percentage increase?

9/10/19, 11:24 AM - Romil Ramgaria Barc: 4% increase?

9/10/19, 11:31 AM - PDG&C: PT asked for na?

9/10/19, 1:00 PM - PDG&C: Did we?

9/10/19, 4:35 PM - Romil Ramgaria Barc: I am not remembering about this 4% increase query? Which one was this

9/10/19, 4:47 PM - PDG&C: Praveen sent you a mail with or without some person

9/10/19, 4:47 PM - PDG&C: To increase his remuneration

9/10/19, 4:49 PM - Romil Ramgaria Barc: Oh ok. Commercial. No, haven't had a chat. Have asked Sanjay to have it with him

9/10/19, 5:17 PM - PDG&C: Alexandra ulmer 9513100583

9/10/19, 5:17 PM - PDG&C: Will tell you

9/10/19, 5:46 PM - PDG&C: This lady is from reuters

9/10/19, 5:46 PM - PDG&C: Apparently she is doing a story on the politics at barc

9/10/19, 5:46 PM - PDG&C: Calling people to get leads

9/10/19, 5:47 PM - PDG&C: Looks like someone has motivated it

9/10/19, 5:47 PM - PDG&C: Don't know who all she has spoken to

9/10/19, 5:47 PM - Romil Ramgaria Barc: Hmm - there is lot of angst against us because of this LP issue -

9/10/19, 5:48 PM - PDG&C: Yes

9/10/19, 5:48 PM - PDG&C: Must be some news guy

9/10/19, 5:48 PM - Romil Ramgaria Barc: That week 22 release was a blunder and we have lost credibility to a large extent

9/10/19, 5:48 PM - PDG&C: Yes

9/10/19, 5:48 PM - PDG&C: We warned so many times

9/10/19, 5:48 PM - Romil Ramgaria Barc: Yes - my meeting with both Suvarna and public - there was lot of angst

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[Signature]

[Signatures]



## Chat With Romil Ramgaria

9/10/19, 5:49 PM - PDG&A: what were they saying  
 9/10/19, 5:49 PM - Romil Ramgaria Barc: BARC&A's name gets eroded  
 9/10/19, 5:49 PM - PDG&A: yes  
 9/10/19, 5:49 PM - Romil Ramgaria Barc: Will brief you tomorrow. Long conversation  
 9/10/19, 5:49 PM - PDG&A: thats why we need someone like Kartik to help us  
 9/10/19, 5:49 PM - PDG&A: build credibility  
 9/10/19, 5:49 PM - Romil Ramgaria Barc: Both with ranga and the entire team at Suvarna  
 9/10/19, 5:49 PM - PDG&A: ok  
 9/10/19, 5:49 PM - Romil Ramgaria Barc: Yes agree  
 9/10/19, 5:50 PM - Romil Ramgaria Barc: But he seemed to be a guy who doesn't move fast  
 9/10/19, 5:50 PM - PDG&A: thats the issue with most of these  
 9/10/19, 5:50 PM - Romil Ramgaria Barc: Told him about speed - but he will send something by this weekend  
 9/10/19, 5:50 PM - PDG&A: not hungry  
 9/10/19, 5:50 PM - Romil Ramgaria Barc: He should be - because he only does this  
 9/12/19, 8:40 AM - PDG&A: Info required:  
 1. Out of the English channels dubbed in other languages, what is the consumption % of Hindi over other languages?  
 2. What is the skew across languages?  
 3. What is the skew of consumption across cities for those languages (e.g. is X% consumption of a dubbed language coming from tier 1 cities or smaller? Which are the key contributing cities?)  
 9/12/19, 8:40 AM - PDG&A: Pls discuss  
 9/12/19, 9:02 AM - Romil Ramgaria Barc: Ok  
 9/12/19, 9:16 AM - PDG&A: Is it too much man hours effort? Should we charge for it?  
 9/12/19, 10:07 AM - Romil Ramgaria Barc: Depends who has asked. Will chat with you on this  
 9/12/19, 10:09 AM - PDG&A: Netflix  
 9/12/19, 10:09 AM - Romil Ramgaria Barc: We should charge  
 9/12/19, 10:10 AM - PDG&A: Yes  
 9/12/19, 10:15 AM - Romil Ramgaria Barc: Sugandha is also moving on - she has got a marketing opportunity  
 9/12/19, 10:28 AM - PDG&A: We can give her marketing and suraj pr  
 9/12/19, 10:28 AM - PDG&A: Around when should I ask for SV meeting  
 9/12/19, 10:31 AM - Romil Ramgaria Barc: She wants to do B2C now  
 9/12/19, 10:43 AM - Romil Ramgaria Barc: Thursday or Friday  
 9/12/19, 10:43 AM - Romil Ramgaria Barc: Preferably Friday  
 9/12/19, 10:43 AM - PDG&A: Try and hold her back  
 9/12/19, 10:43 AM - PDG&A: Continuity will be big issue  
 9/12/19, 10:43 AM - PDG&A: And media will see that  
 9/12/19, 1:41 PM - PDG&A: Hi bit urgent and can't reach your team. One simple request, can I get promo tag airing for the period April 18 to March 19? I want some sample recordings of one of our client promo tags as proof of airing.  
 Thanks  
 9/12/19, 1:41 PM - PDG&A: From starcom  
 9/12/19, 1:41 PM - PDG&A: We charge right?  
 9/12/19, 1:41 PM - PDG&A: Have asked for mail  
 9/12/19, 1:42 PM - Romil Ramgaria Barc: Yes  
 9/12/19, 4:05 PM - PDG&A: <https://www.thedrum.com/news/2019/09/11/comscore-emerges-restructure-with-focus-tv>

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Chat With Romil Ramgaria

9/12/19, 5:11 PM - PDG&@: any news on OC report?  
9/12/19, 5:11 PM - PDG&@: they have not shown shashi and punit yet  
9/13/19, 9:31 AM - Romil Ramgaria Barc: Should we build a landing page portal where the customers can upload landing page details and video if they find out something - we can have a mechanism to cross check and will also give an inclusive feeling to all?  
9/13/19, 9:57 AM - PDG&@: Great idea  
9/13/19, 9:57 AM - PDG&@: Let's do  
9/13/19, 10:06 AM - PDG&@: We should launch this before board meeting  
9/13/19, 10:06 AM - PDG&@: Maybe 17th  
9/13/19, 10:06 AM - PDG&@: And iim etc press release on 19th  
9/13/19, 10:06 AM - Romil Ramgaria Barc: Yes - will launch next week by Tuesday/Wednesday  
9/13/19, 10:07 AM - PDG&@: Rumour that MK is going  
9/13/19, 11:48 AM - Romil Ramgaria Barc: Let me check  
9/13/19, 11:57 AM - PDG&@: Subtly leave a message to PT that it is normal courtesy and practice to show us the report before it is presented  
9/14/19, 9:14 PM - PDG&@: Any news from PT?  
9/14/19, 10:19 PM - Romil Ramgaria Barc: No. Will chat with him tomorrow  
9/14/19, 10:24 PM - PDG&@: K  
9/15/19, 1:07 PM - Romil Ramgaria Barc: Do you think putting in a word to kaushik Roy for dhirubhai admission will help? We have submitted the form for Hiya online  
9/15/19, 1:10 PM - PDG&@: Doesn't help honestly  
9/15/19, 1:10 PM - PDG&@: He is retiring too  
9/15/19, 1:10 PM - PDG&@: I had told you the story - had jojo put in a word  
9/15/19, 1:10 PM - PDG&@: For you best bet will be Rahul  
9/15/19, 1:11 PM - Romil Ramgaria Barc: Hmm ok. Arnab?  
9/15/19, 1:11 PM - PDG&@: Yes that too  
9/15/19, 1:12 PM - Romil Ramgaria Barc: Ok  
9/16/19, 9:27 AM - PDG&@: I have spoken to srabana  
9/16/19, 9:27 AM - PDG&@: She is game but has to take nawals approval  
9/16/19, 9:28 AM - Romil Ramgaria Barc: Ok. Will start thinking the pointers  
9/16/19, 9:28 AM - PDG&@: Yes  
9/16/19, 10:35 AM - Romil Ramgaria Barc: <Media omitted>  
9/16/19, 10:36 AM - PDG&@: Hahahahaha  
9/16/19, 10:36 AM - PDG&@: Should I meet Kartik in Bangalore on 28th morning  
9/16/19, 10:36 AM - PDG&@: ?  
9/16/19, 10:37 AM - PDG&@: Or wait for his proposal  
9/16/19, 10:37 AM - Romil Ramgaria Barc: Yes you can - would suggest let him come back with some response - he was to do by weekend.  
9/16/19, 10:37 AM - PDG&@: Yes let him do that first  
9/16/19, 1:23 PM - Romil Ramgaria Barc: <Media omitted>  
9/16/19, 1:23 PM - Romil Ramgaria Barc: The HH reach is now around 97.2% as compared to previous 98.32%  
9/16/19, 1:25 PM - Romil Ramgaria Barc: <Media omitted>  
9/16/19, 1:25 PM - Romil Ramgaria Barc: higher impact at individual level  
9/16/19, 2:22 PM - PDG&@: for this TV plus digital - what is web duniya doing?  
9/16/19, 2:23 PM - PDG&@: why cant we see the data in dashboard? thats the only way rubber will hit the road  
9/16/19, 2:23 PM - PDG&@: i always thought getting digital sample is the issue - now it seems there are more  
9/16/19, 2:23 PM - PDG&@: its moving nowhere towards closure  
9/16/19, 2:24 PM - PDG&@: onion covers are being removed and removed

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## Chat With Romil Ramgaria

9/16/19, 2:26 PM - Romil Ramgaria Barc: Web duniya is building the engine and dashboard for tv plus digital - Markdata also doing but wanted to have one more parallel -we will see data in 2 weeks on this

9/16/19, 2:26 PM - Romil Ramgaria Barc: Reviewed it last week only

9/16/19, 2:27 PM - PDG&@: its a goapost that goes on moving

9/16/19, 2:27 PM - PDG&@: too long on this

9/16/19, 2:28 PM - Romil Ramgaria Barc: Yes agree - initially installation was a challenge and now getting it together - getting tech to drive closure -

9/16/19, 2:29 PM - PDG&@: should have happened parallely na

9/16/19, 2:29 PM - PDG&@: thats how projects are planned

9/16/19, 2:29 PM - PDG&@: not sequentially

9/16/19, 2:29 PM - Romil Ramgaria Barc: Yes

9/16/19, 4:36 PM - PDG&@: PT?

9/16/19, 5:09 PM - Romil Ramgaria Barc: Will brief you - spoke to him - major issue he will raise is state vs church

9/16/19, 5:17 PM - PDG&@: is his ppt ready?

9/16/19, 5:17 PM - Romil Ramgaria Barc: No - by Thursday. Now half is being done by Nakul and half by PT

9/16/19, 5:18 PM - PDG&@: oY~S

9/17/19, 1:47 PM - PDG&@: <https://www.exchange4media.com/announcements-news/nitin-bawankule-appointed-head-of-ad-sales-at-star-india-99582.html>

9/17/19, 1:47 PM - PDG&@: wasnt he here for the google meeting?

9/17/19, 1:47 PM - Romil Ramgaria Barc: Yes he was

9/17/19, 1:48 PM - PDG&@: he was handling ad sales earlier right?

9/17/19, 2:06 PM - Romil Ramgaria Barc: Yes he was in agency relationship

9/17/19, 3:09 PM - Romil Ramgaria Barc: News18 Kannada we are crashing this week for landing issues

9/17/19, 3:09 PM - Romil Ramgaria Barc: <Media omitted>

9/17/19, 3:09 PM - Romil Ramgaria Barc: So in the note sent by Public to us as a complaint against landing, they have referred to News 18 Kannada

9/17/19, 3:09 PM - Romil Ramgaria Barc: <Media omitted>

9/17/19, 3:09 PM - Romil Ramgaria Barc: <Media omitted>

9/17/19, 3:09 PM - Romil Ramgaria Barc: Mail from Suvarna News on News18 landing page

9/17/19, 3:16 PM - PDG&@: both these written to Punit and shashi and forwarded to us??

9/17/19, 3:16 PM - PDG&@: or copied to us

9/17/19, 3:16 PM - Romil Ramgaria Barc: Public media sent to them and then sent to use also

9/17/19, 3:17 PM - Romil Ramgaria Barc: Suvarna sent to us only

9/17/19, 3:27 PM - PDG&@: Only thing about raising the press issue in Board meeting is that if they say no - then it will get difficult to leak

9/17/19, 3:27 PM - Romil Ramgaria Barc: Then we should take it later from punit and do the release

9/17/19, 3:28 PM - PDG&@: pls ask someone to start noting points for the Impact intyerview - questions we want asked

9/17/19, 5:13 PM - Romil Ramgaria Barc: Hi Romil, I hope you are doing well. Jose Manuel is traveling and he asked me to contact you due an urgent issue: today we received a letter from WPP Portugal referring that they are selling the 40% of Marktest Group to Kantar Netherlands. We have the right of first refusal and we think that if BARC could has interest on Marktest to do more synergies with us, since it could be focused in the spirit of Joint Venture that we were being speaking, we could buy the stake and sell to BARC. Please let me your thoughts on this. Best Regards, Pao

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Chat With Romil Ramgaria

9/17/19, 5:19 PM - PDG&A: We should write up a strong proposal - how globally such companies are vertically integrated with some equity holding or other - strategic ones  
9/17/19, 5:19 PM - PDG&A: Positives and negatives  
9/17/19, 5:19 PM - PDG&A: Let's send to punit and see  
9/17/19, 6:10 PM - PDG&A: ask him price etc  
9/17/19, 6:10 PM - PDG&A: let him send an IM  
9/17/19, 6:10 PM - PDG&A: based on which we can draft ours  
9/17/19, 6:11 PM - PDG&A: however - the strategic reason etc - we can draft and keep ready  
9/18/19, 11:10 AM - PDG&A: when are you getting Suraj into scheme of things for comms  
9/18/19, 11:10 AM - PDG&A: how long is sugandha here  
9/18/19, 11:11 AM - Romil Ramgaria Barc: 8th nov  
9/18/19, 11:12 AM - Romil Ramgaria Barc: Will divide responsibility from next week. He is getting sorted and axclimitised this week  
9/18/19, 11:13 AM - PDG&A: ok  
9/18/19, 11:13 AM - PDG&A: <https://bestmediainfo.com/2019/09/landing-page-issue-shakes-up-regional-market-broadcasters-look-for-help/>  
9/18/19, 11:13 AM - PDG&A: arent we controlling tbt18 local channels which are in landing?  
9/18/19, 11:13 AM - Romil Ramgaria Barc: Read. Timing was good  
9/18/19, 11:13 AM - PDG&A: even this weeks nilotpals report shows them in landing  
9/18/19, 11:13 AM - Romil Ramgaria Barc: Started last week  
9/18/19, 11:13 AM - Romil Ramgaria Barc: This week full control  
9/18/19, 11:13 AM - PDG&A: ok  
9/18/19, 11:14 AM - Romil Ramgaria Barc: They are crashing tomorrow  
9/18/19, 11:14 AM - PDG&A: ok  
9/18/19, 11:14 AM - PDG&A: maybe next week we should ask for a followup story  
9/18/19, 11:14 AM - PDG&A: i had asked BMI and itv  
9/18/19, 11:15 AM - Romil Ramgaria Barc: Yes ok  
9/18/19, 11:32 AM - Romil Ramgaria Barc: <Media omitted>  
9/19/19, 10:46 AM - Romil Ramgaria Barc: Need to brief you on India TV - Mohit has a long conversation with gulab ji  
9/19/19, 10:46 AM - PDG&A: Ok  
9/19/19, 1:06 PM - PDG&A: He can be but why Rajini in Techcomm?  
9/19/19, 1:12 PM - Romil Ramgaria Barc: He was to be there only for FCC  
9/19/19, 1:12 PM - PDG&A: K  
9/19/19, 1:49 PM - PDG&A: We should minute this in a day and circulate to Board on Monday for ratification  
9/19/19, 1:50 PM - PDG&A: By Friday to Techcomm  
9/19/19, 1:50 PM - Romil Ramgaria Barc: Why board?  
9/19/19, 1:50 PM - PDG&A: Articles say all committee decisions to be ratified by board  
9/19/19, 1:51 PM - PDG&A: Ideally also DisCom  
9/19/19, 1:51 PM - PDG&A: We haven't been doing  
9/19/19, 1:51 PM - Romil Ramgaria Barc: Yes we will include FCC and TN rural and BI update in board.  
9/19/19, 1:51 PM - PDG&A: Check Rajini  
9/19/19, 1:51 PM - PDG&A: Yes  
9/19/19, 1:51 PM - Romil Ramgaria Barc: Discom we did  
9/19/19, 1:52 PM - Romil Ramgaria Barc: I was asking why tech comm minutes to be circulated to board?

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Chat With Romil Ramgaria

9/19/19, 4:02 PM - PDGÃ©: what if we pressurise Vivek - KP should give out a statement somewhere that we support BARC in what they are doing  
 9/19/19, 4:02 PM - PDGÃ©: and that they have done a good job etc etc  
 9/19/19, 4:04 PM - Romil Ramgaria Barc: Sir, Venkat has spoken to Bappi Naidu. He's arranging for print to cover. In parallel he's also requested for this story to be leaked anonymously to medianews4u - trade. Gist of story to be leaked is as below -  
 9/19/19, 4:04 PM - Romil Ramgaria Barc: In order to combat the growing menace of panel tampering in Telangana, the Maredpally West police apprehended a suspect in connection with the same on Saturday, 14th September 2019. During interrogation the suspect revealed his association with TV5. The police have released the suspect on surety and are expected to complete their investigation in the coming week.

The police is expected to make formal arrests in the case soon. This will be a huge step in combating the menace that tampering has been to the industry. It will also bring Telangana on par with states like Karnataka, Assam and Madhya Pradesh where penal action has been taken.

9/19/19, 4:05 PM - PDGÃ©: Let's do  
 9/19/19, 4:06 PM - Romil Ramgaria Barc: Yes I also think so  
 9/19/19, 4:06 PM - PDGÃ©: try ET?  
 9/19/19, 4:07 PM - Romil Ramgaria Barc: ET won't na? Specially print - will go into finding facts etc -  
 9/19/19, 4:07 PM - PDGÃ©: ok  
 9/19/19, 4:07 PM - PDGÃ©: wanted Delhi MIB to see  
 9/19/19, 4:07 PM - Romil Ramgaria Barc: Also media news4u is read by south - issue is not read by MIB/TRAI - will  
 9/19/19, 4:07 PM - PDGÃ©: they and TRAI should see  
 9/19/19, 4:07 PM - Romil Ramgaria Barc: Will have to forward it to them -  
 9/19/19, 4:08 PM - Romil Ramgaria Barc: Will get Shantanu to forward them on WhatsApp  
 9/19/19, 4:08 PM - PDGÃ©: yes shantanu can  
 9/19/19, 4:08 PM - PDGÃ©: also shantanu should forward today's story too  
 9/19/19, 4:08 PM - Romil Ramgaria Barc: Yes  
 9/19/19, 6:41 PM - Romil Ramgaria Barc: <Media omitted>  
 9/19/19, 6:42 PM - PDGÃ©: ðŸ˜Š  
 9/19/19, 6:42 PM - PDGÃ©: Who is Vishal yadav  
 9/19/19, 6:42 PM - PDGÃ©: Name familiar  
 9/19/19, 6:46 PM - Romil Ramgaria Barc: Ex MA - looking  
 9/19/19, 6:46 PM - Romil Ramgaria Barc: At east  
 9/19/19, 6:47 PM - PDGÃ©: Which head is he referring to  
 9/19/19, 6:48 PM - Romil Ramgaria Barc: Research head in jolsha  
 9/19/19, 6:49 PM - PDGÃ©: Ok  
 9/20/19, 10:38 AM - Romil Ramgaria Barc: Left at 915 from home for the conclave - and yet to reach - will take 20-30 min more - crazy traffic  
 9/20/19, 10:39 AM - PDGÃ©: Yes - i also left at about 940  
 9/20/19, 10:39 AM - PDGÃ©: Now on WEH between bandra and khar  
 9/20/19, 10:39 AM - Romil Ramgaria Barc: Me too around there  
 9/20/19, 11:22 AM - Romil Ramgaria Barc: Did Nakul meet shashi yesterday?  
 9/20/19, 11:25 AM - PDGÃ©: No info yet  
 9/20/19, 11:25 AM - PDGÃ©: Both PT and Nakul were to  
 9/20/19, 11:25 AM - PDGÃ©: Isn't it?  
 9/20/19, 11:25 AM - Romil Ramgaria Barc: Yes  
 9/20/19, 4:47 PM - PDGÃ©: Pls call when free

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## Chat With Romil Ramgaria

9/20/19, 4:48 PM - PDGÂ©: Nakul and PT showed Shashi the ppt  
 9/20/19, 4:48 PM - PDGÂ©: They are picking up church state issue  
 9/21/19, 7:48 AM - Romil Ramgaria Barc: <Media omitted>  
 9/21/19, 7:49 AM - Romil Ramgaria Barc: We have a precedence in the past for MMTV - where we are clubbing both the channels and reporting as one  
 9/21/19, 9:52 AM - PDGÂ©: So let's insist on content and ads to be same  
 9/21/19, 9:52 AM - Romil Ramgaria Barc: That they will  
 9/21/19, 9:52 AM - PDGÂ©: We did for colors infinity too na?  
 9/21/19, 9:53 AM - Romil Ramgaria Barc: I remember MMTV only. Let me check infinity  
 9/21/19, 9:53 AM - PDGÂ©: Also they should give us name xchange application  
 9/21/19, 9:53 AM - PDGÂ©: Content and ads  
 9/21/19, 9:54 AM - Romil Ramgaria Barc: Yes that all - plus will take written indemnification that content and ads and the full payout will absolutely be same  
 9/21/19, 9:54 AM - PDGÂ©: Ok  
 9/21/19, 7:52 PM - Romil Ramgaria Barc: Its positive in English. .. 0.27% hence the overall 33.78% (neg) diff between R0 and published gets split into- 29.61% rule based (neg), 0.27% judgement (positive), and 4.44% MR (neg)  
 9/21/19, 7:52 PM - Romil Ramgaria Barc: For hindi news the judgement impact is negative 0.02%.. so the overall 14.48% (neg) diff between R0 and published gets split into -7.05% rule based(neg), -0.02% judgement (neg), and -7.42% MR (neg)  
 9/21/19, 7:52 PM - Romil Ramgaria Barc:  
[https://twitter.com/amrita\\_pandey1/status/1175384041115156480?s=12](https://twitter.com/amrita_pandey1/status/1175384041115156480?s=12)  
 9/21/19, 7:52 PM - Romil Ramgaria Barc: Anjana om Kashyapâ€™s voice  
 9/21/19, 7:54 PM - PDGÂ©: òY~  
 9/21/19, 7:54 PM - Romil Ramgaria Barc: Itâ€™s a big fopa  
 9/21/19, 7:54 PM - PDGÂ©: I think it will be better if you summarise in "English" for them  
 9/21/19, 7:55 PM - PDGÂ©: Using words like Majority, marginal  
 9/21/19, 7:55 PM - PDGÂ©: Yes  
 9/21/19, 9:13 PM - PDGÂ©: <Media omitted>  
 9/21/19, 9:13 PM - PDGÂ©: òY~  
 9/21/19, 9:14 PM - PDGÂ©: Should we ask for quotes or endorsements from broadcasters and agencies - saying it's for a social media campaign  
 9/21/19, 9:14 PM - PDGÂ©: And actually run it  
 9/21/19, 9:14 PM - PDGÂ©: If we ask Directly - can they deny?  
 9/21/19, 9:15 PM - PDGÂ©: We start with news and then regionals and then gec  
 9/21/19, 9:15 PM - PDGÂ©: Or regionals then news and then GECs  
 9/21/19, 9:16 PM - Romil Ramgaria Barc: Regionals first, then news and then GEC  
 9/21/19, 9:16 PM - PDGÂ©: Yes let's think this try and write thru partnership team  
 9/21/19, 9:17 PM - PDGÂ©: In the letter we write to them we will list what all we have done since we launched and took over from tam  
 9/21/19, 9:17 PM - PDGÂ©: In a way tell them too  
 9/21/19, 9:17 PM - PDGÂ©: What's the total TN sample now?  
 9/21/19, 9:18 PM - Romil Ramgaria Barc: Around 5.5  
 9/21/19, 9:18 PM - PDGÂ©: So TN plus Kerala is what TAM had nationally  
 9/21/19, 9:18 PM - PDGÂ©: We should make such points  
 9/21/19, 9:18 PM - Romil Ramgaria Barc: Yes  
 9/21/19, 9:19 PM - PDGÂ©: Even if we get ten to twelve reverts it will be a great campaign to run  
 9/21/19, 9:19 PM - PDGÂ©: Thru mailers and social

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Chat With Romil Ramgaria

9/22/19, 9:33 AM - PDGÂ©: Pls think thru what we will put out post board meeting on OC

9/22/19, 9:34 AM - Romil Ramgaria Barc: Yes

9/22/19, 9:34 AM - PDGÂ©: And which I'd it will go from

9/22/19, 9:34 AM - PDGÂ©: We should copy their por while connecting to webex

9/22/19, 9:34 AM - PDGÂ©: Organise Pratik for that

9/22/19, 9:34 AM - Romil Ramgaria Barc: Letâ€™s do a press release only - we should propose a press conference and settle for a release

9/22/19, 9:35 AM - Romil Ramgaria Barc: PT is giving the presentation tomorrow morning

9/22/19, 9:35 AM - PDGÂ©: They may say neither - then??

9/22/19, 9:35 AM - Romil Ramgaria Barc: So we will have that

9/22/19, 9:35 AM - PDGÂ©: Highly possible

9/22/19, 9:35 AM - Romil Ramgaria Barc: Hmm - we should also officially present this to TRAI and MIB

9/22/19, 9:36 AM - Romil Ramgaria Barc: Letâ€™s do a press release after sending to PG and OC later

9/22/19, 9:36 AM - Romil Ramgaria Barc: Rather then in the board, letâ€™s take approval from chairman

9/22/19, 9:37 AM - PDGÂ©: That we can do

9/22/19, 9:37 AM - PDGÂ©: Pls keep it ready

9/22/19, 9:37 AM - PDGÂ©: Let's not ask for quotes

9/22/19, 9:38 AM - Romil Ramgaria Barc: Ok. Let there be a quote from PG in that?

9/22/19, 9:39 AM - PDGÂ©: Ok

9/23/19, 7:36 AM - PDGÂ©: Is PT sending the ppt?

9/23/19, 7:50 AM - Romil Ramgaria Barc: Hasnâ€™t send yet - till last night they were still making. Have asked Varun to check

9/23/19, 7:51 AM - PDGÂ©: ðŸˆˆ-ðŸˆˆ-ðŸˆˆ

9/23/19, 9:34 AM - Romil Ramgaria Barc: Tripathi ji is saying that he'll share the report only by 3:30. It's a call Nakul has taken.

9/23/19, 9:35 AM - PDGÂ©: Ok

9/23/19, 10:38 AM - PDGÂ©: Even shashi sir hasn't seen the ppt till now

9/23/19, 10:39 AM - PDGÂ©: He is getting into a FCP board meeting

9/23/19, 10:39 AM - PDGÂ©: Told them now you send to Chairman directly

9/23/19, 10:39 AM - PDGÂ©: Nakul in his own tripðŸˆˆ-ðŸˆˆ

9/23/19, 10:40 AM - PDGÂ©: Again shashi sir failed

9/23/19, 10:40 AM - Romil Ramgaria Barc: Yeah - this is really surprising

9/23/19, 10:40 AM - Romil Ramgaria Barc: And Nakul will chadho on them only

9/23/19, 10:40 AM - Romil Ramgaria Barc: For not giving time

9/23/19, 10:40 AM - PDGÂ©: ðŸˆˆ-ðŸˆˆ-ðŸˆˆ

9/23/19, 1:30 PM - PDGÂ©: Sashi, Partho, I have some urgent crisis at work hence looks like I wonâ€™t make it to the meeting today. Will request NP to chair the meeting. Apologies.

9/23/19, 3:55 PM - PDGÂ©: Nakul wont

9/23/19, 3:56 PM - PDGÂ©: He says chairman has to handle

9/23/19, 3:56 PM - Romil Ramgaria Barc: ðŸˆˆ-ðŸˆˆ-ðŸˆˆ

9/23/19, 5:44 PM - PDGÂ©: Don't think we will have any other points covered

9/23/19, 5:45 PM - Romil Ramgaria Barc: Yes looks like

9/23/19, 5:45 PM - Romil Ramgaria Barc: But letâ€™s see - else itâ€™s ok

9/23/19, 6:06 PM - Romil Ramgaria Barc: No - one will understand what PT is explaining - he makes it so complex

9/23/19, 6:07 PM - Romil Ramgaria Barc: And looses interest

9/24/19, 1:25 PM - PDGÂ©: now that ppt has been mailed

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## Chat With Romil Ramgaria

9/24/19, 1:25 PM - PDG&A: lets talk on pr  
 9/24/19, 1:25 PM - PDG&A: asap  
 9/25/19, 7:46 AM - Romil Ramgaria Barc: <Media omitted>  
 9/25/19, 7:46 AM - Romil Ramgaria Barc: <Media omitted>  
 9/25/19, 7:54 AM - PDG&A: Hrrmm  
 9/25/19, 8:34 AM - PDG&A: This is TV5 case right?  
 9/25/19, 9:06 AM - PDG&A: In the first para you can add - we checked with the recording again  
 9/25/19, 9:07 AM - Romil Ramgaria Barc: Ok  
 9/25/19, 9:08 AM - PDG&A: For today's call  
 9/25/19, 9:08 AM - PDG&A: Metarules implementation  
  
 Informing trai and mib by Chairman and press statement  
 9/25/19, 9:08 AM - PDG&A: What else? Do we want conclusions  
 9/25/19, 9:09 AM - Romil Ramgaria Barc: Ideally yes - also permanent OC and decision grid  
 9/25/19, 9:09 AM - PDG&A: Yes  
 9/25/19, 9:10 AM - Romil Ramgaria Barc: Have made a basic Decision grid on three parameters. Sending that across to you  
 9/25/19, 9:10 AM - PDG&A: Ok  
 9/25/19, 9:11 AM - PDG&A: <Media omitted>  
 9/25/19, 9:21 AM - Romil Ramgaria Barc: That's the problem of being on Webex  
 9/25/19, 9:21 AM - PDG&A: Yes  
 9/25/19, 9:22 AM - Romil Ramgaria Barc: SV meeting- any update? Data may get dated else  
 9/25/19, 9:22 AM - PDG&A: Can we meet with Rushabh and all for the colors ppt on Monday?  
 9/25/19, 9:22 AM - PDG&A: Have they done those analysis?  
 9/25/19, 9:22 AM - Romil Ramgaria Barc: Yes we can - will fix  
 9/25/19, 9:23 AM - PDG&A: We should check from Raw data where have the old loyal colors viewers moved  
 9/25/19, 9:23 AM - Romil Ramgaria Barc: Yes - but nothing much issue on distribution - highlighting some on marketing but largely its content and scheduling issues  
 9/25/19, 9:23 AM - PDG&A: May be take the base as one year back  
 9/25/19, 9:23 AM - Romil Ramgaria Barc: Yes ok  
 9/25/19, 9:24 AM - PDG&A: We should point towards local marketing  
 9/25/19, 9:25 AM - PDG&A: And this - where has the colors viewer moved  
 9/25/19, 9:27 AM - Romil Ramgaria Barc: Yes ok  
 9/25/19, 10:14 AM - PDG&A: <https://www.sec.gov/news/press-release/2019-186>  
 9/25/19, 11:51 AM - Romil Ramgaria Barc: I think we should send the mail to punit once and then send to all  
 9/25/19, 12:42 PM - PDG&A: Saw mails  
 9/25/19, 12:42 PM - PDG&A: Looks like punit is postponing again  
 9/25/19, 12:43 PM - Romil Ramgaria Barc: Yeah  
 9/25/19, 12:43 PM - Romil Ramgaria Barc: And that too only board call  
 9/25/19, 12:43 PM - PDG&A: Yes  
 9/25/19, 12:43 PM - PDG&A: Shashi feels they won't agree to permanent oc  
 9/25/19, 12:44 PM - Romil Ramgaria Barc: Then what? Let it continue as is?  
 9/25/19, 12:44 PM - PDG&A: God knows  
 9/25/19, 12:44 PM - PDG&A: Shashi goes wrong many a times  
 9/25/19, 12:50 PM - Romil Ramgaria Barc: I think they will agree to permanent OC  
 9/25/19, 12:53 PM - PDG&A: They are ramming punit  
 9/25/19, 12:54 PM - PDG&A: You heard Sanjay's comment on Techcomm?

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## Chat With Romil Ramgaria

9/25/19, 12:54 PM - Romil Ramgaria Barc: How?

9/25/19, 12:54 PM - Romil Ramgaria Barc: Yeah - why do we need tech comm ðŸ™ˆ"

9/25/19, 12:55 PM - PDGÂ©: By going against me and shashi

9/25/19, 12:55 PM - PDGÂ©: They want to deconstruct

9/25/19, 12:55 PM - PDGÂ©: And create confusion in industry

9/25/19, 12:55 PM - PDGÂ©: So that Star rules

9/25/19, 12:56 PM - Romil Ramgaria Barc: People should see this - and punit should be told - by shashi

9/25/19, 12:56 PM - PDGÂ©: Told him to tell

9/25/19, 12:56 PM - Romil Ramgaria Barc: Letâ€™s see

9/25/19, 1:54 PM - PDGÂ©: Don't send the reply

9/25/19, 1:54 PM - PDGÂ©: Let's talk when we meet

9/25/19, 1:55 PM - Romil Ramgaria Barc: Ok

9/25/19, 7:59 PM - Romil Ramgaria Barc: 242 total, Jammu 124, kashmir 118, because of lock down we don't have much information... I will send you detailed report.... Chances of meter loss is very high, we have intimated insurance that there might be a loss of 30 or more meters...

9/25/19, 7:59 PM - Romil Ramgaria Barc: No... We don't have meters in ladakh

9/25/19, 8:16 PM - PDGÂ©: Ok let's get the viewership trends in place

9/25/19, 8:16 PM - Romil Ramgaria Barc: Yes. Happenning. Very large quantum of unknown viewing coming

9/25/19, 8:17 PM - PDGÂ©: Even in MRL?

9/25/19, 8:17 PM - Romil Ramgaria Barc: Yes. Because we have audio signatures only for certain channels outside WM na

9/25/19, 8:17 PM - PDGÂ©: We should list them

9/25/19, 8:18 PM - PDGÂ©: Saying unknown means beyond x,y,z

9/26/19, 9:44 AM - PDGÂ©: Going by yesterday's discussion we should prepare for third party audits on panel and numbers too

9/26/19, 9:45 AM - PDGÂ©: Pls sensitize panel team when you meet them tom

9/26/19, 9:45 AM - PDGÂ©: We should propose this to board

9/26/19, 9:45 AM - PDGÂ©: So in three months this should be ready

9/26/19, 10:04 AM - Romil Ramgaria Barc: Yes ok

9/26/19, 11:34 AM - PDGÂ©: Let's start the endorsement thing

9/26/19, 11:35 AM - PDGÂ©: A well drafted note needs to go to all partnership team for them to individually send

9/26/19, 3:29 PM - PDGÂ©: <Media omitted>

9/26/19, 3:29 PM - PDGÂ©: <Media omitted>

9/26/19, 4:40 PM - Romil Ramgaria Barc: Dashboard buttons could be better

9/26/19, 4:40 PM - PDGÂ©: YesðŸ™ˆŠ

9/26/19, 4:40 PM - PDGÂ©: Toyota afterall

9/26/19, 4:41 PM - Romil Ramgaria Barc: Good that we took tech comm approval for the NTO paper.

9/26/19, 4:42 PM - PDGÂ©: Why what happened

9/26/19, 4:42 PM - Romil Ramgaria Barc: I have a feeling people will ask us -key broadcasters - lot of media is carrying that -

9/26/19, 4:44 PM - PDGÂ©: ðŸ™ˆŠ

9/26/19, 4:45 PM - PDGÂ©: Dont honestly understand their problem if we do something good

9/26/19, 4:45 PM - PDGÂ©: They are our shareholders after all

9/26/19, 5:40 PM - PDGÂ©: The redrafted reply to Vempati - with sound clip - can you send me separately to send to Punit - tone down the first para - saying we tried to paraphrase what Sanjay said - anyways the audio clip is attached for you all to refer to - attach the three min clip

9/26/19, 5:49 PM - Romil Ramgaria Barc: Have sent you now

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## Chat With Romil Ramgaria

9/26/19, 6:06 PM - PDG&C: Sent to punit and shashi with some minor modifications  
 9/26/19, 6:08 PM - Romil Ramgaria Barc: Ok  
 9/26/19, 6:08 PM - Romil Ramgaria Barc: Have sent you  
 9/26/19, 6:08 PM - PDG&C: K  
 9/26/19, 7:45 PM - Romil Ramgaria Barc: Just one request sir.. post your email to all clients.. you and partho da will have to support me in the sense that pls disuade the clients to directly reach to you, more so when we are proactively trying to reach out to them. Here I am not taking about Kalli, Uday and Rajant ji and the likes.. we are documenting everything and tomorrow they cannot blame us for being reactive.. but till the time you entertain these guys they will never reach out to us.. may lobe slowly but you have to tell them that we have got a competitive team to work with you guys and only if things doesn't change they may reach, call, write or even compliant against us..  
 9/26/19, 7:45 PM - Romil Ramgaria Barc: I am not bothered about Malhotra.. he is an insecure person.. it shows him in poor light.. but for putting certain things in order we have to make a concerted effort..  
 9/26/19, 7:46 PM - PDG&C: Ask him not to get bothered - vivek messaged me - i did not respond - sent to Mohit  
 9/26/19, 7:47 PM - PDG&C: These things will keep happening  
 9/26/19, 7:47 PM - Romil Ramgaria Barc: Yes have told him  
 9/27/19, 7:08 AM - Romil Ramgaria Barc: Hello. We are doing an ET print ad (with network PrimeVU story) and a mailer (with SET PrimeVU story) tomorrow.  
 9/27/19, 7:08 AM - Romil Ramgaria Barc: From sony  
 9/27/19, 8:20 AM - PDG&C: <Media omitted>  
 9/27/19, 9:15 AM - Romil Ramgaria Barc: Not in Mumbai  
 9/27/19, 9:37 AM - PDG&C: Mumbai. ET front page  
 9/27/19, 9:37 AM - PDG&C: After you get past the iPhone cover, of course ðŸ™Š  
 9/27/19, 9:38 AM - PDG&C: I am told  
 9/27/19, 9:46 AM - PDG&C: Approximately when do we start giving tn rural  
 9/27/19, 9:54 AM - Romil Ramgaria Barc: Didn't see it. Will check again  
 9/27/19, 9:56 AM - Romil Ramgaria Barc: Week 40  
 9/27/19, 10:34 AM - PDG&C: <Media omitted>  
 9/28/19, 9:18 PM - PDG&C: I think we have to activate leak  
 9/28/19, 9:18 PM - PDG&C: Think thru with who  
 9/28/19, 9:19 PM - PDG&C: Let's talk tom  
 9/28/19, 9:19 PM - PDG&C: Then get into action  
 9/28/19, 9:25 PM - Romil Ramgaria Barc: Ok  
 9/30/19, 10:51 AM - PDG&C: ask Niraj to do a breaking news on this - call it exclusive  
 9/30/19, 11:04 AM - Romil Ramgaria Barc: 1) OC gave a thumbs up to the existing process and mentioned the same should continue 2) the outlier process is impartial and not prejudiced towards any particular channel 3) the entire process is fair, credible and comparable. 4) there is nothing manual and the process is fully rule and algorithm based 5) process is based on sound fundamentals 6) OC is working to find a better rule for landing page treatment and till the time current rule to continue 7) it also observed that details of statistical forums for landing or tampering should not be discussed with tech comm and board since both are users and customers of data. 8) it also suggested a permanent OC sign off data to give more confidence to stakeholders.  
 9/30/19, 11:05 AM - PDG&C: statistical formulae  
 9/30/19, 11:06 AM - PDG&C: rest ok  
 9/30/19, 11:10 AM - Romil Ramgaria Barc: Should we do tomorrow since you mentioned in PG&C's mail thag Monday it will get leaked  
 9/30/19, 11:16 AM - PDG&C: Did I say Monday?

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Chat With Romil Ramgaria

9/30/19, 11:16 AM - Romil Ramgaria Barc: Yes I think so. Let me read again  
9/30/19, 11:18 AM - PDG&: I feel itâ€™s very important to send this out on Monday morning before any â€œrumoursâ€• are printed and for the reputation of BARC  
9/30/19, 11:19 AM - Romil Ramgaria Barc: So should we send out today?  
9/30/19, 11:19 AM - Romil Ramgaria Barc: Or tomorrow morning?  
9/30/19, 11:19 AM - Romil Ramgaria Barc: May ne today - will also give TRAI some basis for the letter  
9/30/19, 11:20 AM - PDG&: Yes  
9/30/19, 12:52 PM - PDG&: Tell Niraj to add that he reached out to us - we didn't comment  
9/30/19, 12:52 PM - Romil Ramgaria Barc: Ok  
9/30/19, 2:56 PM - PDG&: Check forwarded mail  
9/30/19, 2:56 PM - Romil Ramgaria Barc: Yes just did  
9/30/19, 2:56 PM - Romil Ramgaria Barc: Will ask Niraj to hold?  
9/30/19, 2:56 PM - PDG&: Or should we just let it  
9/30/19, 2:57 PM - Romil Ramgaria Barc: Nudge Shashi to respond to email  
9/30/19, 2:57 PM - PDG&: yes  
9/30/19, 2:57 PM - Romil Ramgaria Barc: If he responds - we should come out with the release / that would be better  
9/30/19, 2:58 PM - PDG&: yes but now shashi will then punit will - maybe consult IBF etc  
9/30/19, 2:58 PM - PDG&: dont know  
9/30/19, 2:58 PM - PDG&: even if Niraj goes ahead it will put pressure  
9/30/19, 2:58 PM - Romil Ramgaria Barc: Yeah - it will go in loops  
9/30/19, 4:35 PM - PDG&: sudhanshu tentative on 23rd  
9/30/19, 4:38 PM - Romil Ramgaria Barc: Itâ€™s too late. Will make the data dated  
9/30/19, 4:38 PM - Romil Ramgaria Barc: Can we push for something next week?  
9/30/19, 4:38 PM - PDG&: my only date available is 9th  
9/30/19, 4:38 PM - Romil Ramgaria Barc: Hmmm ok  
9/30/19, 4:38 PM - PDG&: then 13th onwards  
9/30/19, 4:39 PM - Romil Ramgaria Barc: 13th onwards also itâ€™s slightly better - should I get nitika to co-ordinate with Cynthia?  
9/30/19, 4:40 PM - PDG&: she is doing  
9/30/19, 4:40 PM - Romil Ramgaria Barc: Ok  
9/30/19, 4:40 PM - PDG&: they were giving 11th/12th  
9/30/19, 4:41 PM - Romil Ramgaria Barc: 12th should be ok since itâ€™s a Saturday unless you have engagements  
9/30/19, 4:42 PM - PDG&: not about me - there is an offsite on 11th/12th  
9/30/19, 4:42 PM - PDG&: checking  
9/30/19, 4:42 PM - PDG&: sudhanshu's office is also tentative  
9/30/19, 4:43 PM - Romil Ramgaria Barc: Ok  
9/30/19, 4:43 PM - PDG&: we can come back early if that is needed  
9/30/19, 4:43 PM - Romil Ramgaria Barc: Yes. Am going in the second one in nov  
9/30/19, 4:43 PM - PDG&: or 11th morning and then go  
9/30/19, 4:43 PM - PDG&: nitika talking to them  
9/30/19, 4:44 PM - Romil Ramgaria Barc: Ok  
9/30/19, 5:56 PM - PDG&: You can send to vikas and all  
9/30/19, 6:24 PM - Romil Ramgaria Barc: <Media omitted>  
9/30/19, 6:24 PM - Romil Ramgaria Barc: What?  
9/30/19, 6:25 PM - PDG&: The article link  
9/30/19, 7:09 PM - Romil Ramgaria Barc: Any calls or message from anyone post the article?

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## Chat With Romil Ramgaria

9/30/19, 7:10 PM - PDGÂ©: Nope  
 9/30/19, 8:09 PM - Romil Ramgaria Barc: How can E4M carry a story just on basis of BMI?  
 9/30/19, 8:09 PM - Romil Ramgaria Barc: Without verifying with us?  
 9/30/19, 8:09 PM - PDGÂ©: Assholes  
 9/30/19, 8:10 PM - PDGÂ©: That's the quality of journalism  
 9/30/19, 8:10 PM - Romil Ramgaria Barc: Unofficially also they should have checked or something  
 9/30/19, 8:10 PM - Romil Ramgaria Barc: Itâ€™s weird  
 9/30/19, 8:16 PM - PDGÂ©: But helps us  
 9/30/19, 8:16 PM - PDGÂ©: That it was not one leak  
 9/30/19, 8:16 PM - PDGÂ©: People are talking like i said in mail  
 9/30/19, 8:17 PM - Romil Ramgaria Barc: ðŸ˜Š  
 10/1/19, 10:55 AM - Romil Ramgaria Barc: Did you like any of the south heads whom you met?  
 10/1/19, 10:56 AM - PDGÂ©: That Dr guy is very immature  
 10/1/19, 10:57 AM - Romil Ramgaria Barc: Yeah - and not very broad  
 10/1/19, 10:57 AM - PDGÂ©: He is a mature guy - hope he will be ok with our culture  
 10/1/19, 10:57 AM - PDGÂ©: I did tell him upfront  
 10/1/19, 10:57 AM - PDGÂ©: He thought he will not have an issue  
 10/1/19, 10:57 AM - Romil Ramgaria Barc: The star guy?  
 10/1/19, 10:57 AM - PDGÂ©: AnilðŸŒ™†ðŸŒ™»  
 10/1/19, 10:57 AM - Romil Ramgaria Barc: Hmm ok  
 10/1/19, 10:57 AM - Romil Ramgaria Barc: So we should go ahead and close him?  
 10/1/19, 10:58 AM - PDGÂ©: If both of you feel hua content is ok then ho ahead  
 10/1/19, 10:58 AM - Romil Ramgaria Barc: Ok  
 10/1/19, 11:49 AM - PDGÂ©: Where have you guys reached  
 10/1/19, 11:49 AM - PDGÂ©: I am still on the road linking Dharavi and bandra Kurla  
 10/1/19, 11:49 AM - PDGÂ©: Left at 1045  
 10/1/19, 11:51 AM - Romil Ramgaria Barc: Reaching in 5 mins  
 10/1/19, 11:51 AM - PDGÂ©: Oh  
 10/1/19, 11:51 AM - Romil Ramgaria Barc: You will take another 25-30 mins  
 10/1/19, 11:51 AM - PDGÂ©: Thisbdriver always get me late  
 10/1/19, 11:51 AM - Romil Ramgaria Barc: Hmm ok  
 10/1/19, 11:52 AM - PDGÂ©: Highway traffic?  
 10/1/19, 11:52 AM - Romil Ramgaria Barc: Itâ€™s ok  
 10/1/19, 11:52 AM - PDGÂ©: Asking nitika to send message i will be ten min late  
 10/1/19, 11:52 AM - Romil Ramgaria Barc: Ok  
 10/1/19, 12:14 PM - PDGÂ©: Coming  
 10/1/19, 1:38 PM - PDGÂ©: Did that Sidharth guy from tam give a business plan for the print monitoring?  
 10/1/19, 1:38 PM - Romil Ramgaria Barc: No he didnâ€™t  
 10/1/19, 1:39 PM - PDGÂ©: Can we get this made?  
 10/1/19, 1:39 PM - PDGÂ©: Should we ask strategy team to make with your guidance?  
 10/1/19, 1:40 PM - PDGÂ©: Maybe with Varun  
 10/1/19, 1:41 PM - Romil Ramgaria Barc: Would need a tech partner - also can loop in Sidharth to advise/comment -  
 10/1/19, 1:41 PM - PDGÂ©: Yes and pay him separately  
 10/1/19, 1:43 PM - Romil Ramgaria Barc: Yes ok  
 10/1/19, 2:45 PM - PDGÂ©: <Media omitted>  
 10/1/19, 3:06 PM - Romil Ramgaria Barc: Yeah bad state

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Chat With Romil Ramgaria

10/1/19, 9:47 PM - Romil Ramgaria Barc: <Media omitted>  
 10/1/19, 9:49 PM - PDG&: Looks like they only packaged it  
 10/1/19, 9:49 PM - PDG&: Good start  
 10/1/19, 9:49 PM - Romil Ramgaria Barc: Yeah  
 10/2/19, 8:21 AM - PDG&: <Media omitted>  
 10/2/19, 8:21 AM - PDG&: Zee News is again Showing Hindi Film Tashkent Files today...  
 10/2/19, 2:52 PM - PDG&: Are we doing anything with this company Fluid AI?  
 10/2/19, 2:58 PM - Romil Ramgaria Barc: Have heard their name, I think we were. Let me check  
 10/3/19, 11:42 AM - Romil Ramgaria Barc: Will chat with you on IRS meeting today. And munshi. When you are free  
 10/3/19, 11:47 AM - PDG&: Ok  
 10/3/19, 11:47 AM - PDG&: Punit also in flight - going to meet Sharma  
 10/3/19, 11:48 AM - Romil Ramgaria Barc: ॐ~  
 10/3/19, 11:54 AM - Romil Ramgaria Barc: We had not responded to Vempati email also  
 10/3/19, 11:54 AM - PDG&: Correct  
 10/3/19, 11:55 AM - PDG&: Necessary now?  
 10/3/19, 11:55 AM - PDG&: We will next send minutes  
 10/3/19, 11:55 AM - PDG&: Asap  
 10/3/19, 11:55 AM - Romil Ramgaria Barc: Not really. Yes  
 10/3/19, 11:55 AM - PDG&: Punit never reverted on draft  
 10/3/19, 11:56 AM - Romil Ramgaria Barc: Yes  
 10/3/19, 1:58 PM - PDG&: What are big boss opening numbers like  
 10/3/19, 1:59 PM - Romil Ramgaria Barc: Hi Romil

Sunday launch episode of Bigg Boss S13 on Colors has rated 2.7 TVR

Launch Numbers for previous seasons -

S12 (2018) - 3.1  
 S11 (2017) - 2.5  
 S10 (2016) - 2.6  
 S9 (2015) - 2.7  
 10/3/19, 1:59 PM - PDG&: And the next two weekdays?  
 10/3/19, 1:59 PM - Romil Ramgaria Barc: Haven't seen that.  
 10/3/19, 1:59 PM - Romil Ramgaria Barc: Will update you in a while  
 10/3/19, 1:59 PM - PDG&: Ask for it  
 10/3/19, 2:00 PM - PDG&: Yes fine  
 10/3/19, 2:25 PM - Romil Ramgaria Barc: We are yet to get Tue data  
 10/3/19, 2:25 PM - Romil Ramgaria Barc: On Monday, episode has rated 1.54 (weekdays bigg boss slot is at 2230)

In 2017, when show was at 2230, avg TVR for the first week was 1.44

10/3/19, 2:25 PM - PDG&: Ok  
 10/3/19, 2:29 PM - PDG&: Just told Nina and told her not to tell manisha etc  
 10/3/19, 3:37 PM - PDG&: Pls ask Mohit to prepare a deck on what's going wrong with ABP News  
 10/3/19, 3:38 PM - PDG&: And maybe next time you are in delhi you can meet him with mohit  
 10/3/19, 3:38 PM - PDG&: Or we can make it a leap meeting and i can come too  
 10/3/19, 3:58 PM - Romil Ramgaria Barc: Yes ok. Will try and fix for 9th or 10th with Avinash  
 10/3/19, 4:00 PM - PDG&: 9th i can

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## Chat With Romil Ramgaria

10/3/19, 4:00 PM - PDG&: 10th i can  
 10/3/19, 4:11 PM - Romil Ramgaria Barc: Fixing 12 noon with Avinash?  
 10/3/19, 4:11 PM - Romil Ramgaria Barc: On 10th  
 10/3/19, 4:22 PM - PDG&: I think i have the trai thing on 10th - pls confirm timing with Shantanu  
 10/3/19, 4:29 PM - Romil Ramgaria Barc: Itâ€™s 330-5 at Shangri ka  
 10/3/19, 4:29 PM - Romil Ramgaria Barc: La  
 10/3/19, 4:29 PM - Romil Ramgaria Barc: So will fix 12 with Avinash  
 10/3/19, 4:30 PM - PDG&: Yes  
 10/3/19, 7:42 PM - PDG&: Don't think Srabana is getting clearance from Nawal  
 10/3/19, 7:42 PM - PDG&: Not getting back  
 10/3/19, 7:42 PM - PDG&: Who next  
 10/3/19, 8:05 PM - PDG&: Is 4C responding on the deal?  
 10/3/19, 8:41 PM - Romil Ramgaria Barc: Yes. They have processed the payment which we will receive by tomorrow  
 10/3/19, 8:41 PM - Romil Ramgaria Barc: Agreement has also been sent to them - which they will revert early next week  
 10/3/19, 8:41 PM - PDG&: OkôY-ô  
 10/4/19, 9:05 PM - PDG&: <Media omitted>  
 10/4/19, 9:14 PM - PDG&: Apparently Vivek is asking Asti about no 3 status of R Bharat in Freedish - can you get team to give some numbers  
 10/4/19, 9:14 PM - PDG&: Apparently Kalli is asking  
 10/4/19, 9:14 PM - Romil Ramgaria Barc: Ok  
 10/4/19, 9:18 PM - PDG&: Ats low. And rural non free not showing same... otherwise wouldn't have brought to you  
 10/4/19, 9:29 PM - Romil Ramgaria Barc: <Media omitted>  
 10/4/19, 9:29 PM - Romil Ramgaria Barc: <Media omitted>  
 10/4/19, 9:29 PM - Romil Ramgaria Barc: Yes it started dropping when PM Modi main speech started. I think it was a gradual decrease which generally happens at night. However, the viewership was much higher than usual level.  
 10/4/19, 9:29 PM - Romil Ramgaria Barc: It peaked when Modi entered  
 10/4/19, 9:32 PM - PDG&: Think you should  
 Write to vivek  
 10/4/19, 9:32 PM - Romil Ramgaria Barc: I will WhatsApp him  
 10/4/19, 9:33 PM - Romil Ramgaria Barc: His first speech was in English when he introduced Trump. Then Trump started speaking. Modiâ€™s main speech started quite late at night which was in Hindi.  
 10/4/19, 9:33 PM - PDG&: Yes  
 10/4/19, 10:35 PM - Romil Ramgaria Barc: Kalli is in UK. And she would never ask Vivek about republic on free while she is away. Vivek just using her name  
 10/4/19, 10:36 PM - PDG&: PossibleôY-ô  
 10/4/19, 10:36 PM - PDG&: Yes she is - returning next week  
 10/4/19, 10:45 PM - Romil Ramgaria Barc: Returning tomorrow  
 10/4/19, 10:45 PM - Romil Ramgaria Barc: Back in office on Monday or Wednesday  
 10/5/19, 8:32 AM - PDG&: <Media omitted>  
 10/5/19, 8:32 AM - PDG&: <Media omitted>  
 10/5/19, 8:40 AM - PDG&: Does this mean they have not sold shares and taken another loan?  
 10/5/19, 8:40 AM - PDG&: That would mean their problem is solved now  
 10/5/19, 9:11 AM - Romil Ramgaria Barc: No - this is some old pledge which has come to notice because of new disclosure requirement. This people say is further negative for zee since almost 95% of promoter holding is pledged it means  
 10/5/19, 9:16 AM - PDG&: Oh ok  
 10/5/19, 9:16 AM - PDG&: But the disclosure is dated 4th October

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Chat With Romil Ramgaria

10/5/19, 9:30 AM - Romil Ramgaria Barc: Apparently it's some new requirement - but will double check this further  
10/5/19, 9:56 AM - PDG@: Yes if sebi is blocking share sale beyond what's pledged - can this be ok?  
10/5/19, 10:05 AM - Romil Ramgaria Barc: Yes - that's why it's an old one coming to light now most probably -  
10/5/19, 10:05 AM - Romil Ramgaria Barc: The stock will further tank on Monday  
10/5/19, 10:05 AM - PDG@: Hmmm  
10/5/19, 10:06 AM - PDG@: But if they pledge at anytime - they should report to exchanges na  
10/5/19, 10:06 AM - PDG@: So did they not disclose earlier?  
10/5/19, 10:07 AM - Romil Ramgaria Barc: This was strictly not a pledge but just a collateral - as per a new disclosure requirement even they are considered as pledge - hence coming to light now -  
10/5/19, 10:07 AM - PDG@: Ok  
10/5/19, 10:07 AM - PDG@: So no new money flowing in?  
10/5/19, 10:08 AM - Romil Ramgaria Barc: Yes unlikely - I am surprised how PG was calm on Thursday  
10/5/19, 10:08 AM - PDG@: Has to put up a brave face after all  
10/5/19, 10:08 AM - PDG@: Externally  
10/5/19, 10:08 AM - Romil Ramgaria Barc: Hmmm  
10/5/19, 9:04 PM - PDG@: <https://www.bloombergquint.com/business/zee-entertainment-reveals-that-90-of-promoter-stake-is-pledged>  
10/5/19, 9:04 PM - PDG@: \*ZEE Management Call with Punit| Key Takeaways\*  
@ @ \*Opening remarks by Mr. Punit Goenka\*  
1. \*Loan from VTB was taken in 2017, none of the ZEE shares were pledged directly to VTB\*  
2. \*No additional debt has been taken by promoters than what was disclosed previously\*  
3. \*This debt was always included in LAS @ INR135bn in 26th Jan 2019; reduced by half to INR 70bn NOW\*  
4. \*LAS currently stands at INR70bn @ against the shares of ZEE and other unlisted companies\*  
5. \*Working towards deleveraging through ALL the group's media and non-media\* asset sale  
@ @ \*Solar asset sale to happen before the end of Q3; have a binding offers for a few of the road assets\*  
@ @ \*No ZEE LAS with Indiabulls\*; HC's order was related to Dr. S Chandra's shares in his personal capacity  
@ @ \*Current pledging is over 90% of the promoter stake; both directly and indirectly\*  
@ @ \*Dish TV deal @ not at liberty to talk about this; as a family we are pursuing all our options\*  
@ @ \*No requirement for top up of shares if the shares go down, even in the case of VTB\*  
@ @ \*Promoter holding stands at ~22% currently (excluding 2.3% stake to be sold to Oppenheimer)\*  
@ @ \*Total debt outstanding at promoter level @ beyond the INR70bn LAS rest is operating debt of the entities\*  
@ @ Domestic is INR50bn; Foreign is INR20bn @ Only one foreign lender is there  
@ @ \*2.3% stake sale to Oppenheimer is remaining due to the closure of Insider trading window @ they are the single largest shareholder now except promoters; expect them to honour the balance stake\*

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## Chat With Romil Ramgaria

â€¢ Current 22% stake â€¢ expect the promoter stake not to go down further and lenders to stick to the agreement

â€¢ \*No repayment is due in the next 3months, but expect to resolve by then\*

â€¢ Pledging was indirect encumbrance that was created; they could be potentially invoked and sold when needed

â€¢ \*VTB can sell the ZEEL shares directly if required, 1 year is remaining for the loan maturity\*

â€¢ Standstill agreement has not changed

â€¢ Covenants with VTB â€¢ has any covenant been breached as of now? Will check and come back, in constant dialogue with VTB

â€¢ The \*disclosure made by VTB was pertaining to a SEBI circular released on 7th Aug 2019\*

â€¢ Debt levels disclosed in Jan donâ€™t stand today; some has been repaid and some have matured

â€¢ Monetisation of the non-media assets â€¢ Still working on the sale, have already paid half the debt so far; confident that we should be able to achieve the timelines put in sight

â€¢ \*Open to strategic investors still â€¢ whoever would be looking to participate\*

â€¢ Other assets are also there except the ZEEL shares; have options to exercise to repay the debt

â€¢ Securities that local lenders have comprised not just of ZEEL shares but also of other group entities

â€¢ How much of promoter debt is due by March? Donâ€™t have the details, maturity starts from end of Q4FY20 to FY21, but committed to resolve much before the maturity dates

â€¢ Expect some resolution to happen in the next 3 months from the various group asset sale

â€¢ Have a certain timeline that the mgmt is working currently to resolve the debt issue; still willing to work for ZEE if the process allows in case the stake goes down materially

10/5/19, 9:17 PM - PDGÂ©: You heard right

10/5/19, 9:17 PM - Romil Ramgaria Barc: Heard what? The call?

10/5/19, 9:18 PM - Romil Ramgaria Barc: I was suppose to conference in the call, but couldnâ€™t do

10/5/19, 9:18 PM - PDGÂ©: That it was an earlier one and over 90% pledged

10/5/19, 9:18 PM - Romil Ramgaria Barc: Yeah

10/5/19, 9:18 PM - Romil Ramgaria Barc: But market very negative on this news

10/5/19, 9:18 PM - PDGÂ©: So scene is not good for him i guess

10/5/19, 9:18 PM - Romil Ramgaria Barc: People saying over time the stock will come to double digit

10/5/19, 9:18 PM - Romil Ramgaria Barc: Just like spice jet

10/5/19, 9:19 PM - Romil Ramgaria Barc: And then someone will find value buy or hostile takeover and then run

10/5/19, 9:19 PM - Romil Ramgaria Barc: Hope they come out but extremely difficult in the current scenario

10/5/19, 9:19 PM - PDGÂ©: Reliance?

10/5/19, 9:20 PM - PDGÂ©: Yes

10/5/19, 9:20 PM - Romil Ramgaria Barc: Yeah potentially

10/6/19, 2:47 PM - PDGÂ©: Hello Chief, we would require ad monitoring data for haryana state election. Planning to start the campaign from tomorrow. Can you pls help me to find a paperless solution ðŸˆŠ. Would transfer the funds tomorrow morning. Regards, Harit

10/6/19, 2:47 PM - PDGÂ©: Will you take care of this pls

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### Chat With Romil Ramgaria

10/6/19, 2:47 PM - PDG&@: From Harit 8Y't 8Y\*»  
10/6/19, 3:03 PM - Romil Ramgaria Barc: Harit from Tata sky?  
10/6/19, 3:03 PM - PDG&@: No from BJP  
10/6/19, 3:03 PM - PDG&@: Delhi guy  
10/6/19, 3:03 PM - Romil Ramgaria Barc: Ok. Harit pant  
10/6/19, 3:03 PM - PDG&@: Think amit arora used to handle  
10/6/19, 3:03 PM - PDG&@: Yes  
10/6/19, 3:03 PM - Romil Ramgaria Barc: Yes ok  
10/6/19, 3:30 PM - PDG&@: We should put out a para on this trai data and our position to all partnership guys to clarify  
10/6/19, 3:58 PM - Romil Ramgaria Barc: Yes ok  
10/7/19, 2:54 PM - Romil Ramgaria Barc: Gain theory messaged on update post the meeting. Am saying can't do anything on commercials  
10/7/19, 2:55 PM - PDG&@: Yes  
10/7/19, 2:55 PM - PDG&@: Can guide, hand hold but nothing on commercials  
10/8/19, 5:31 PM - Romil Ramgaria Barc: <https://www.ndtv.com/entertainment/ban-bigg-boss-13-traders-body-says-salman-khan-hosted-show-is-vulgar-2113337>  
10/8/19, 5:31 PM - Romil Ramgaria Barc: After Ram Siya Ke Luv Kush getting banned in Punjab, Bigg Boss might get into trouble.

The Confederation of All India Traders (CAIT) has sent a letter to the Information and Broadcasting Minister Prakash Javadekar urging him to impose a ban on the 13th season of the reality TV show Bigg Boss on grounds of vulgarity.

A traders' body has slammed the show over the concept of 'Bed Friend Forever.'  
10/8/19, 5:34 PM - PDG&@: Sudhanshu ka time thik nahi chal raha hai  
10/8/19, 5:34 PM - Romil Ramgaria Barc: Ya  
10/8/19, 5:35 PM - PDG&@: Luv kush is banned in Punjab? Fastway not carrying?  
10/8/19, 5:35 PM - Romil Ramgaria Barc: It was - will check current weeks  
10/9/19, 8:30 AM - Romil Ramgaria Barc: After facing so much of criticism on the internet, channel has corrected the things just now in today's episode.. They have dropped out the concept of 'bed friend forever'

[in this concept, they had paired up contestants (male-female) in launch episode. There was a rule that, these contestants must share the same bed]  
10/9/19, 8:31 AM - PDG&@: Hmm  
10/9/19, 8:31 AM - Romil Ramgaria Barc: Before ban on the show, it used to rate 1.5-2 in Punjab Urban.  
Post ban on the show, number has dropped to 0.3-0.5 tivr.

This range is consistent post ban in w36, indicates there's still ban on the show.  
10/9/19, 8:31 AM - Romil Ramgaria Barc: Post w36, numbers are coming only from Pay DTH  
10/9/19, 8:31 AM - Romil Ramgaria Barc: Digital cable ratings are zero  
10/9/19, 8:31 AM - Romil Ramgaria Barc: But switch off on digital cable are happening also for npt  
10/9/19, 8:31 AM - Romil Ramgaria Barc: Their regular repeat is at 1400 hours in the afternoon  
10/9/19, 8:31 AM - Romil Ramgaria Barc: Ratings are zero on digital cable for this repeat airing as well  
10/9/19, 8:57 AM - PDG&@: We should update our colors ppt - also with the things we wanted added  
10/9/19, 8:57 AM - PDG&@: When can we see that again

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## Chat With Romil Ramgaria

10/9/19, 8:58 AM - Romil Ramgaria Barc: Itâ€™s already done. Will forward. The meeting is on 23rd only na?

10/9/19, 9:07 AM - PDGÂ©: Yes so we may have to update till almost near that date if any findings

10/9/19, 9:10 AM - Romil Ramgaria Barc: Yes

10/9/19, 9:34 AM - PDGÂ©: What are these guys smoking - family watching channels

10/9/19, 9:35 AM - Romil Ramgaria Barc: Yeah - canâ€™t treat colors as Mtv

10/9/19, 9:35 AM - PDGÂ©: Just because it's 1030 they feel they can do anything?

10/9/19, 9:35 AM - Romil Ramgaria Barc: Yeah weird

10/9/19, 9:37 AM - PDGÂ©: Manisha is doing whatever she wants - basically

10/9/19, 9:48 AM - PDGÂ©: Sarkari style - should we do a consultation on tampering

10/9/19, 9:49 AM - Romil Ramgaria Barc: Yes good idea

10/9/19, 9:50 AM - Romil Ramgaria Barc: We should do post the leap - or May be include as part of leap

10/9/19, 9:50 AM - PDGÂ©: Ask Varun to think thru with Rajini and organise

10/9/19, 10:07 AM - PDGÂ©: May not be with leap

10/9/19, 10:07 AM - PDGÂ©: Let's think thru a separate format

10/9/19, 10:13 AM - Romil Ramgaria Barc: Ok

10/9/19, 1:14 PM - PDGÂ©: Has Nielsen reverted on cost formally?

10/9/19, 1:14 PM - Romil Ramgaria Barc: Tomorrow

10/9/19, 1:14 PM - PDGÂ©: When are we sending the note to Board?

10/9/19, 1:15 PM - PDGÂ©: we should make a noise we are getting late - in the mail trail that includes shashi ashish etc

10/9/19, 1:15 PM - Romil Ramgaria Barc: Radhesh has responded to that

10/9/19, 1:18 PM - PDGÂ©: also once costs come we should refer it to ashish and sunil to negotiate - as discussed in Board

10/9/19, 1:18 PM - Romil Ramgaria Barc: Yes

10/9/19, 1:30 PM - PDGÂ©: how many testimonials we have now?

10/9/19, 1:30 PM - PDGÂ©: time to start the social media campaign?

10/9/19, 1:30 PM - PDGÂ©: do we have a creative ready?

10/9/19, 1:47 PM - Romil Ramgaria Barc: <Media omitted>

10/9/19, 1:47 PM - Romil Ramgaria Barc: Yes will plan

10/9/19, 2:04 PM - PDGÂ©: for this Nathan consulting thing - should we get Pekham and Rushabh to field it?

10/9/19, 2:11 PM - Romil Ramgaria Barc: We shouldnâ€™t comment on pricing - we should just tell them about viewership

10/9/19, 2:11 PM - Romil Ramgaria Barc: May be Venkat and rushab

10/9/19, 2:12 PM - PDGÂ©: yes told Radha that - will write in mail too

10/9/19, 2:12 PM - PDGÂ©: ok

10/9/19, 6:02 PM - Romil Ramgaria Barc: Sir - I have j b petit interview for hiyana that day at 1130am. Canâ€™t miss that. Should I check with Cynthia If this can be pushed to 2, else will try and join immediately post the interview

10/9/19, 6:03 PM - PDGÂ©: i have an ad club meeting at 4

10/9/19, 6:04 PM - Romil Ramgaria Barc: Oh ok. Then let it be at 1. Will try and join else team is fully up to speed

10/9/19, 6:04 PM - PDGÂ©: no i want you to be there in this meeting

10/9/19, 6:04 PM - PDGÂ©: so check with cynthia

10/9/19, 6:04 PM - PDGÂ©: then another day

10/9/19, 6:05 PM - Romil Ramgaria Barc: Ok. Will chat with her

10/9/19, 6:21 PM - Romil Ramgaria Barc: Releasing TN rural this Friday

10/9/19, 6:22 PM - PDGÂ©: K

10/9/19, 11:18 PM - PDGÂ©: That good old Vempati s project - to find technology for barc is again alive and apparently IBF is working on a RFP of some kind



Chat With Romil Ramgaria

10/9/19, 11:18 PM - PDGÂ©: I think we should aggressively source more video testimonials and start the campaign  
10/10/19, 8:15 AM - Romil Ramgaria Barc: Even relevant after TRAI hackathon etc?  
10/10/19, 8:16 AM - Romil Ramgaria Barc: Yes - we have got 5 - will show you the creative today  
10/10/19, 12:21 PM - Romil Ramgaria Barc: Should we have Venkat for the news LEAP meeting or mohit/Asti? I was thinking Venkat  
10/10/19, 12:26 PM - PDGÂ©: Let it be Venkat  
10/10/19, 12:54 PM - PDGÂ©: In Kalli and avinash meeting will be good to position Mohit?  
10/10/19, 12:54 PM - PDGÂ©: Or will it look too many people  
10/10/19, 12:54 PM - Romil Ramgaria Barc: Will be too many people - I had taken him with me today to Avinash  
10/10/19, 12:54 PM - Romil Ramgaria Barc: So he was positioned and was good  
10/10/19, 12:54 PM - PDGÂ©: Ok  
10/10/19, 12:54 PM - Romil Ramgaria Barc: Will brief you  
10/10/19, 12:54 PM - Romil Ramgaria Barc: Didnâ€™t take asti  
10/10/19, 1:24 PM - PDGÂ©: The trai DTH number now and what came out in our last BI - aren't they similar?  
10/10/19, 1:24 PM - PDGÂ©: Can i say this in public forum?  
10/10/19, 1:24 PM - PDGÂ©: Some discussion going on in linked in  
10/10/19, 1:25 PM - PDGÂ©: Vanitas post  
10/10/19, 1:25 PM - Romil Ramgaria Barc: Ours was roughly 58-60mn last March 2018  
10/10/19, 1:25 PM - Romil Ramgaria Barc: Theirs is around 55mn now  
10/10/19, 1:25 PM - PDGÂ©: Ok  
10/11/19, 12:00 PM - Romil Ramgaria Barc: Meeting Kevin for lunch today  
10/11/19, 12:00 PM - PDGÂ©: ok  
10/11/19, 12:00 PM - Romil Ramgaria Barc: Anything to be told him  
10/11/19, 12:00 PM - Romil Ramgaria Barc: Will show him the tapering paste out in home in Karnaatak a  
10/11/19, 12:00 PM - PDGÂ©: tell him about allegations on star maa  
10/11/19, 12:00 PM - PDGÂ©: the text we got from Venkat  
10/11/19, 12:01 PM - PDGÂ©: basically scare him it may go out of hand  
10/11/19, 12:01 PM - Romil Ramgaria Barc: Yes - the compliance mail also that was send to Star  
10/11/19, 12:01 PM - PDGÂ©: the whole thing is we have to keep these trouble makers under pressure  
10/11/19, 12:01 PM - PDGÂ©: or else they will give us pressure  
10/11/19, 12:01 PM - PDGÂ©: we have to say certain things are wrong  
10/11/19, 12:02 PM - PDGÂ©: and we have to find new insights for that  
10/11/19, 12:02 PM - PDGÂ©: let me know post meeting so that i maintain the same with Madhavan  
10/11/19, 12:02 PM - PDGÂ©: i will meet him next week  
10/11/19, 12:02 PM - Romil Ramgaria Barc: Yes ok  
10/11/19, 12:03 PM - Romil Ramgaria Barc: Meeting arnab and team now  
10/11/19, 12:03 PM - PDGÂ©: ok - same tactics with him  
10/11/19, 12:03 PM - Romil Ramgaria Barc: With mohit and news ma team  
10/11/19, 12:03 PM - PDGÂ©: ðŸ™•  
10/11/19, 12:03 PM - PDGÂ©: this mukesh guy we should take care - he is good  
10/11/19, 12:03 PM - Romil Ramgaria Barc: Am telling him the following 1) they do too many breaking news but donâ€™t carry it through 2) brand is a problem 3) no one knows their anchors  
10/11/19, 12:04 PM - Romil Ramgaria Barc: Yes

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Chat With Romil Ramgaria

10/11/19, 12:07 PM - PDG&@: i was noticing - in english now Times Now has better  
ATS in All India - which used to be Republic or India Today position - pls check  
that  
10/11/19, 12:15 PM - PDG&@: i guess todays Zee CMO interview is a result of  
Punits meeting with Sharma last week  
10/11/19, 4:28 PM - Romil Ramgaria Barc: Not able to reach you - please call  
when free  
10/11/19, 4:28 PM - Romil Ramgaria Barc: Need to chat on BI  
10/11/19, 5:01 PM - Romil Ramgaria Barc: <Media omitted>  
10/11/19, 5:02 PM - Romil Ramgaria Barc: Times ATS is lower then republic and  
India today  
10/11/19, 5:20 PM - PDG&@: Oh i mistook colors  
10/11/19, 5:20 PM - PDG&@: So ndtv  
10/11/19, 5:52 PM - Romil Ramgaria Barc: 1) New meter - display, 2) BM 1  
migration 3) QS stopped 4) BI  
10/11/19, 7:15 PM - PDG&@: Tell me something  
10/11/19, 7:15 PM - PDG&@: 38 cr is for 10 lacs  
10/11/19, 7:15 PM - PDG&@: Isn't that 16 cr for 4 lacs?  
10/11/19, 7:15 PM - PDG&@: Haven't seen the ppt  
10/11/19, 7:16 PM - Romil Ramgaria Barc: 77ct  
10/11/19, 7:16 PM - Romil Ramgaria Barc: Have forwarded you the ppt now  
10/11/19, 7:16 PM - Romil Ramgaria Barc: 77cr for 10L they have quoted  
10/11/19, 7:16 PM - Romil Ramgaria Barc: So it&€™s 31cr for 4L  
10/11/19, 7:16 PM - PDG&@: Oh ok  
10/11/19, 11:53 PM - Romil Ramgaria Barc: <Media omitted>  
10/12/19, 1:55 AM - PDG&@: ॐY~\$  
10/12/19, 1:56 AM - PDG&@: From india Today we should insist that Kalli gives  
the byte  
10/12/19, 7:51 PM - PDG&@: Pls tell news team to push for testimonials  
10/12/19, 7:51 PM - PDG&@: Amit Arora too  
10/12/19, 7:51 PM - PDG&@: And let's get the campaign going  
10/12/19, 7:52 PM - PDG&@: I was telling Harshita yesterday  
10/12/19, 7:52 PM - Romil Ramgaria Barc: Arora has got quite a few. West is  
behind  
10/12/19, 7:52 PM - Romil Ramgaria Barc: And news  
10/12/19, 7:52 PM - PDG&@: Ok  
10/12/19, 7:52 PM - Romil Ramgaria Barc: News also have told mohit to get  
10/12/19, 7:53 PM - PDG&@: Told her to get to know agencies etc for website and  
social  
10/12/19, 7:53 PM - Romil Ramgaria Barc: This agency 9 looks good. We are  
closing with them for social -  
10/12/19, 7:53 PM - PDG&@: Ok  
10/12/19, 7:53 PM - Romil Ramgaria Barc: Website revamp should also happen in a  
4-5 weeks  
10/12/19, 7:54 PM - Romil Ramgaria Barc: But will tell harshita to get into it  
completely  
10/12/19, 7:54 PM - Romil Ramgaria Barc: Will also clarify the role between  
harshita and suraj  
10/12/19, 7:57 PM - PDG&@: Yes  
10/12/19, 7:57 PM - PDG&@: Harshita should be only Digital  
10/12/19, 7:57 PM - PDG&@: All platforms  
10/12/19, 7:57 PM - PDG&@: We should bare the colors ppt again  
10/12/19, 7:57 PM - PDG&@: Let's start with a positive note on big boss doing  
well considering time slot

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Chat With Romil Ramgaria

10/12/19, 8:17 PM - Romil Ramgaria Barc: Yes ok  
 10/12/19, 8:37 PM - Romil Ramgaria Barc: Impression drop is 3-5% - largely because of ATS - seeing a period where itâ€™s the least or different  
 10/12/19, 8:37 PM - PDGÂ©: K  
 10/12/19, 8:37 PM - PDGÂ©: Total TV?  
 10/12/19, 8:37 PM - Romil Ramgaria Barc: Yes  
 10/12/19, 8:37 PM - PDGÂ©: K  
 10/12/19, 8:38 PM - PDGÂ©: Let's see last year now vs now  
 10/12/19, 8:38 PM - Romil Ramgaria Barc: Yes doing that only  
 10/12/19, 8:38 PM - Romil Ramgaria Barc: Same period comparison Et.  
 10/14/19, 9:22 AM - Romil Ramgaria Barc: <https://sports.ndtv.com/cricket/sourav-ganguly-set-to-be-new-bcci-president-report-2116222>  
 10/14/19, 9:30 AM - PDGÂ©: President: Sourav Ganguly  
 Secretary: Jay Shah  
 Treasurer: Arun Dhumal  
 10/14/19, 10:56 AM - PDGÂ©: Can we send a draft to shashi?  
 10/14/19, 10:57 AM - PDGÂ©: Will expedite  
 10/14/19, 12:54 PM - Romil Ramgaria Barc: <Media omitted>  
 10/14/19, 1:38 PM - Romil Ramgaria Barc: I am adding harshita to the comms group  
 10/14/19, 1:52 PM - PDGÂ©: Ok  
 10/14/19, 7:46 PM - PDGÂ©: Hope Suraj knows the drill of sending to Board etc  
 10/14/19, 7:46 PM - PDGÂ©: Lesser time board gets to react is better  
 10/15/19, 10:33 AM - PDGÂ©: Pls ask Prashant to do a synopsis of the OC report  
 10/15/19, 10:33 AM - PDGÂ©: I want to send out internally to people concerned  
 10/15/19, 10:34 AM - PDGÂ©: With a self critical tone too apart from stating facts  
 10/15/19, 5:37 PM - Romil Ramgaria Barc: We should fix the meeting with vempati also - to nib this tech part and have sumit C in the meeting also  
 10/15/19, 5:37 PM - PDGÂ©: Yes  
 10/15/19, 5:38 PM - PDGÂ©: Star is using Vempati  
 10/15/19, 5:38 PM - Romil Ramgaria Barc: Will ask nitika to fix up  
 10/15/19, 5:38 PM - PDGÂ©: Confirmed  
 10/15/19, 5:38 PM - Romil Ramgaria Barc: Yes  
 10/15/19, 5:38 PM - Romil Ramgaria Barc: Did you meet Supriya  
 10/15/19, 5:38 PM - Romil Ramgaria Barc: To figure out weak links  
 10/15/19, 5:38 PM - PDGÂ©: Not yet  
 10/15/19, 5:39 PM - Romil Ramgaria Barc: Before she leaves I think will be good to do -  
 10/15/19, 5:39 PM - PDGÂ©: Yes trying  
 10/15/19, 5:59 PM - Romil Ramgaria Barc: I think we need to hire some good research people in MA GEC and partnerships who can hold conversations like experts - the point which PM was mentioning and how we have seen that nielsen has an army  
 10/15/19, 6:00 PM - PDGÂ©: Yes i agree  
 10/15/19, 6:01 PM - PDGÂ©: Automation of MA and knowing content and servicing of clients - i have been raising these since last two years  
 10/15/19, 6:02 PM - Romil Ramgaria Barc: Yes  
 10/15/19, 6:05 PM - Romil Ramgaria Barc: With this press release out - should we ask nakul and PT for a joint interview  
 10/15/19, 6:06 PM - PDGÂ©: I think it's better not to let any free wheeling stuff - this was a controlled communication  
 10/15/19, 6:07 PM - PDGÂ©: It should be Nakul anyways - PT won't be able to handle press  
 10/15/19, 6:07 PM - PDGÂ©: Maybe we should make press ask Nakul than we asking

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Chat With Romil Ramgaria

10/15/19, 6:07 PM - Romil Ramgaria Barc: Nakul won't respond since he said only chairman will answer on this  
10/15/19, 6:08 PM - PDG&: Yes i doubt he will  
10/15/19, 6:08 PM - PDG&: Unless he gets permanent CC position  
10/15/19, 6:10 PM - Romil Ramgaria Barc: Yes -  
10/15/19, 6:11 PM - PDG&: There is something happening in IBF that we are unaware  
10/15/19, 6:11 PM - PDG&: Getting that feeling  
10/15/19, 6:12 PM - PDG&: Including this Vempati thing  
10/15/19, 6:12 PM - Romil Ramgaria Barc: Yes - they are putting together some note which they may be submit to TRAI etc - May be - because Vivek was taking inputs etc  
10/15/19, 6:13 PM - Romil Ramgaria Barc: I think we should write that email to NP  
10/15/19, 6:13 PM - PDG&: Yes we should  
10/16/19, 10:12 AM - PDG&: We should see Today the Nathan ppt  
10/16/19, 10:18 AM - Romil Ramgaria Barc: Yes - will forward and then we can discuss  
10/16/19, 8:41 PM - PDG&: <Media omitted>  
10/16/19, 9:06 PM - Romil Ramgaria Barc: Gauravjeet was also there in the meeting na  
10/16/19, 9:06 PM - Romil Ramgaria Barc: We should ask him to shut Sunil  
10/16/19, 9:07 PM - PDG&: Speak to him  
10/16/19, 9:07 PM - Romil Ramgaria Barc: Yes will message him now  
10/16/19, 9:30 PM - PDG&: Tell him we have full clear recording  
10/16/19, 10:04 PM - Romil Ramgaria Barc: Gauravjeet has written a mail to Sunil / saying the press release is exactly as per discussion in board and has been vetted by shashi punit and nakul also  
10/16/19, 10:05 PM - Romil Ramgaria Barc: Yes told him that  
10/16/19, 10:05 PM - Romil Ramgaria Barc: I think we should use gauravjeet more - even with TRAI etc  
10/16/19, 10:06 PM - PDG&: Agree  
10/16/19, 10:06 PM - PDG&: These mails are in real bad spirit  
10/16/19, 10:07 PM - PDG&: Feel like lashing out but restraining myself  
10/16/19, 10:07 PM - PDG&: But you saw what I wrote to Sanjay and also Punit and Shashi  
10/16/19, 10:07 PM - Romil Ramgaria Barc: But I think if Sanjay doesn't respond we should send a mail out - also, both the people who have sent mail were on webex  
10/16/19, 10:07 PM - PDG&: Gauravjeet in a way understands our plight  
10/16/19, 10:07 PM - Romil Ramgaria Barc: Told that to Gaurav also  
10/16/19, 10:08 PM - PDG&: Correct  
10/16/19, 10:08 PM - Romil Ramgaria Barc: Also we should send the mail response to vempati I think since he has reminded again -  
10/16/19, 10:09 PM - PDG&: Let's draft a selective reply  
10/16/19, 10:09 PM - Romil Ramgaria Barc: But he may misuse the auditable point  
10/16/19, 10:09 PM - Romil Ramgaria Barc: And blow out of proportion -  
10/16/19, 10:09 PM - PDG&: Only on RE etc  
10/16/19, 10:09 PM - PDG&: We just ignore that  
10/16/19, 10:11 PM - Romil Ramgaria Barc: Yes - rather then responding point by point we should reply on the RE point  
10/17/19, 12:07 PM - Romil Ramgaria Barc: Comscore kedar you will initiate  
10/17/19, 12:07 PM - PDG&: yes

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जावेदी



Chat With Romil Ramgarla

10/17/19, 12:28 PM - PDG@: On the auditability point - pls re emphasize that the processes have been going thru evolution and enhancements since the day we took over this activity from Magic9 - where it was essentially an excel based activity

10/17/19, 12:28 PM - PDG@: Also say that we are awaiting clearance on metarules

10/17/19, 3:03 PM - PDG@: Avinashs name for Paritosh - Gyan Bharati@, ,

10/17/19, 3:03 PM - Romil Ramgaria Barc: @~\$

10/18/19, 10:38 AM - Romil Ramgaria Barc: Dentsu subscribing for PV

10/18/19, 11:48 AM - PDG@: @'@@

10/19/19, 9:56 AM - Romil Ramgaria Barc: Couldn't sleep properly last night. It's really a shock boss! Good that you told on Friday - hopefully will absorb it by Monday

10/19/19, 10:03 AM - PDG@: I know Romil - you guys were the second person i told after my wife - and thought will help getting over by the weekend instead of a work day

10/19/19, 10:03 AM - PDG@: Things will work out - don't worry

10/19/19, 10:03 AM - Romil Ramgaria Barc: I really hope so. Pray that we also move out

10/19/19, 10:03 AM - PDG@: My health has got so affected in these six months you can't imagine

10/19/19, 10:04 AM - PDG@: My endeavour will be to again work together@~\$

10/19/19, 10:04 AM - Romil Ramgaria Barc: Yes - and I would really want that to happen

10/19/19, 10:05 AM - PDG@: @~.

10/19/19, 4:30 PM - PDG@: Will need help with contacts of the right people to connect with in Indonesia, Bangladesh, KSA, Nigeria and other markets you think could be prospects

10/19/19, 4:37 PM - Romil Ramgaria Barc: Yes absolutely.

10/19/19, 4:37 PM - Romil Ramgaria Barc: Will organise that

10/19/19, 4:37 PM - PDG@: @~\$

10/19/19, 8:30 PM - PDG@: Some people have spread in IBF that because of one or two meters some 300% increase was attributed to Republic

10/19/19, 8:30 PM - PDG@: This i got from Madhavan

10/19/19, 8:30 PM - PDG@: Told him nothing like that - will send him the OC report

10/19/19, 8:30 PM - Romil Ramgaria Barc: Hmm

10/19/19, 8:31 PM - Romil Ramgaria Barc: Everyone in the industry is against Arnab

10/19/19, 8:31 PM - PDG@: NBA vs /Arnab

10/19/19, 8:31 PM - Romil Ramgaria Barc: Specially the news guys

10/19/19, 8:31 PM - PDG@: Uday gives Arnab the impression that he is in his favour but he used this

10/19/19, 8:32 PM - Romil Ramgaria Barc: Absolutely - he is a truly a political player

10/19/19, 8:32 PM - PDG@: @~.,

10/19/19, 8:32 PM - Romil Ramgaria Barc: We should announce Venkat also internally on Tuesday

10/19/19, 8:32 PM - Romil Ramgaria Barc: His movement to product

10/19/19, 8:33 PM - Romil Ramgaria Barc: Your press release will go out on Tuesday or Wednesday?

10/19/19, 8:33 PM - PDG@: Either of these days

10/19/19, 8:33 PM - PDG@: Haven't sent draft till my other letter gets finalised

11:53 PM - PDGAD: Haven't sent draft till my senior  
 वसुधैव कुटुम्बकम्  
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## Chat With Romil Ramgaria

10/19/19, 8:33 PM - Romil Ramgaria Barc: Wednesday is better / we can sort things on Tuesday from internal employee standpoint

10/19/19, 8:33 PM - PDG&A: I have drafted and kept ready

10/19/19, 8:34 PM - PDG&A: Yes

10/19/19, 8:34 PM - PDG&A: I also want that

10/19/19, 8:34 PM - Romil Ramgaria Barc: So then most likely will be Wednesday only

10/19/19, 8:34 PM - PDG&A: Ask Venkats announcement to be kept ready

10/19/19, 8:34 PM - Romil Ramgaria Barc: Yes

10/19/19, 8:34 PM - PDG&A: Shoot it on Tuesday or Monday itself

10/19/19, 8:34 PM - PDG&A: Monday is holiday only in Mumbai

10/19/19, 8:35 PM - Romil Ramgaria Barc: Yes - will shoot on Monday

10/19/19, 8:35 PM - PDG&A: Do you think i should do a townhall

10/19/19, 8:36 PM - PDG&A: Pls think thru and let me know

10/19/19, 8:36 PM - PDG&A: Or a mail

10/19/19, 8:37 PM - Romil Ramgaria Barc: I think meeting with HODs on Tuesday and then a mail

10/19/19, 8:37 PM - PDG&A: Ok

10/19/19, 8:37 PM - Romil Ramgaria Barc: Townhall may be messy

10/19/19, 8:37 PM - PDG&A: HODs or next level too

10/19/19, 8:37 PM - PDG&A: Yes agree

10/19/19, 8:37 PM - Romil Ramgaria Barc: And you should send the mail just couple of hours before the press release

10/19/19, 8:38 PM - PDG&A: Yes

10/19/19, 8:38 PM - Romil Ramgaria Barc: We can do HODs plus one level - anyways post that everyone will come to know

10/19/19, 8:38 PM - PDG&A: Yes

10/20/19, 12:51 PM - Romil Ramgaria Barc: You at home today?

10/20/19, 12:52 PM - PDG&A: Mostly

10/20/19, 12:53 PM - PDG&A: Now at salon

10/20/19, 12:53 PM - Romil Ramgaria Barc: Ok. So will meet you around 3 or 4?

10/20/19, 12:53 PM - PDG&A: May sleepôÿ,,

10/20/19, 12:53 PM - PDG&A: 630?

10/20/19, 12:53 PM - Romil Ramgaria Barc: Yes ok.

10/20/19, 12:53 PM - PDG&A: ôÿ'ôÿ»

10/20/19, 6:10 PM - Romil Ramgaria Barc: Coming at 630?

10/20/19, 6:11 PM - PDG&A: Yes cool

10/21/19, 2:27 PM - PDG&A: Pls send me contact of dr Chaudhary of 4c

10/21/19, 2:53 PM - Romil Ramgaria Barc: Prof. Alok Choudhary  
Henry and Isabelle Dever Professor, EECS Department  
Professor, Kellogg School of Management  
Northwestern University  
phone: (847) 467-4129.  
URL : <http://www.eecs.northwestern.edu/~choudhar>

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10/21/19, 2:54 PM - Romil Ramgaria Barc: Alok N. Choudhary  
Founder and chairman, 4C insights  
Dever Professor, EECS  
M 312-515-2562

10/21/19, 2:54 PM - PDG&A: Email?

10/21/19, 2:55 PM - Romil Ramgaria Barc: alok.choudhary@4cinsights.com

10/21/19, 2:55 PM - PDG&A: Ok

10/21/19, 4:32 PM - Romil Ramgaria Barc: The booth is empty now in case you want to vote

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Chat With Romil Ramgaria

10/21/19, 4:58 PM - PDG&C: I have - went an hour back  
10/21/19, 4:58 PM - PDG&C: Was empty  
10/21/19, 4:58 PM - Romil Ramgaria Barc: Ok  
10/21/19, 5:39 PM - Romil Ramgaria Barc: Transition

Strategic

1. Alternate stream of revenue - advanced targeting, JV, consumption panel, digital with news publishers,
2. PV, OOH
3. GAMMA
4. International expansion
5. JV prospects
6. TAM alternate - Tabsons and PFT

Tech

1. multiple meters
2. CTO hiring
3. Promoted internal people

Regulatory

1. TRAI and MIB involvement
2. New consultation will be out soon
3. RPD - our agenda how now being claimed by others

Customer

1. why vs what
2. News clients - menace
3. On manual intervention now, all rule based
4. OC report
5. LEAP

HR

1. team in place, promoted internal people and fat hiring cut down
2. Having some impact on quality - ask in leap discussions

Others

1. BI pending - MRUC discussion etc
2. Finance provisions
3. Barc house

10/21/19, 8:43 PM - Romil Ramgaria Barc: news has got leaked. Agency reporter and ad gully called our guys

10/21/19, 8:43 PM - Romil Ramgaria Barc: Not commenting anything on that

10/21/19, 8:46 PM - PDG&C: Hmmm

10/22/19, 10:41 PM - PDG&C:

<https://www.moneycontrol.com/news/business/companies/audience-measurement-firm-barc-gets-new-ceo-sunil-lulla-replaces-partho-dasgupta-4559511.html>

10/22/19, 10:41 PM - PDG&C: Check this

10/23/19, 7:23 AM - Romil Ramgaria Barc: Amazing! This guy never loses a chance

10/23/19, 7:26 AM - PDG&C: Chance pe danceoY-S

10/23/19, 7:26 AM - Romil Ramgaria Barc: Fully - but Bhatt rightly quipped - stability is questionable

10/23/19, 8:02 AM - PDG&C: oY-S

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# Chat With Romil Ramgaria

10/23/19, 12:51 PM - PDG&C: when vikas says we helped you etc - you should tell him somewhere - nothing they did - no results - efforts dont matter - in fact it spoiled things for us  
10/23/19, 12:51 PM - Romil Ramgaria Barc: Yes absolutely - will meet him and tell this  
10/23/19, 2:06 PM - Romil Ramgaria Barc: Animesh sorted  
10/23/19, 2:06 PM - PDG&C: Not yet  
10/24/19, 10:34 AM - PDG&C: What is Robert ruuds partners name  
10/24/19, 10:34 AM - Romil Ramgaria Barc: Christopher o hearn  
10/24/19, 10:35 AM - Romil Ramgaria Barc: Christopher o hearn .vcf (file attached)  
10/24/19, 10:35 AM - PDG&C: You have email  
10/24/19, 10:35 AM - Romil Ramgaria Barc: Yes  
10/24/19, 10:35 AM - PDG&C: Check na  
10/24/19, 10:37 AM - Romil Ramgaria Barc: rruud@3m3a.com  
10/24/19, 10:37 AM - Romil Ramgaria Barc: mailto:cohearn@3m3a.com  
10/24/19, 10:37 AM - PDG&C: Cohearn i didn't have  
10/24/19, 10:38 AM - Romil Ramgaria Barc: Have sent you a deck also  
10/25/19, 11:10 AM - Romil Ramgaria Barc: Megan Clarken has resigned - you would have read it  
10/25/19, 11:12 AM - PDG&C: yes read that  
10/25/19, 11:12 AM - PDG&C: big turmoil happening there  
10/25/19, 11:19 AM - PDG&C: Anant called this morning - he says Romil will run the company since Sunil will not make head or tail of it ðŸ™,  
10/25/19, 11:24 AM - Romil Ramgaria Barc: Hope not boss and I am also out soon  
10/25/19, 11:24 AM - PDG&C: ðŸ™  
10/25/19, 3:24 PM - Romil Ramgaria Barc: <Media omitted>  
10/25/19, 3:24 PM - Romil Ramgaria Barc: <Media omitted>  
10/25/19, 3:24 PM - Romil Ramgaria Barc: This letter dt 17/10/2019 from Shahsi addressing Chairman was received today.  
10/25/19, 10:08 PM - PDG&C: Isn't the Hansa quote quite high too?  
10/25/19, 10:08 PM - PDG&C: And why 315,000 scenario?  
10/25/19, 10:08 PM - PDG&C: Do you know?  
10/25/19, 10:09 PM - Romil Ramgaria Barc: Itâ€™s 21-22cr vs 30cr of nielsen like to like -  
10/25/19, 10:09 PM - Romil Ramgaria Barc: 315k - donâ€™t know why -  
10/25/19, 10:09 PM - Romil Ramgaria Barc: But practically 4L will be needed - so it will be 24-25  
10/25/19, 10:09 PM - Romil Ramgaria Barc: However this is first cut - am sure it will get negotiated and come down to 21-22  
10/25/19, 10:10 PM - PDG&C: If i were hansa - i will increase the quote when it's a final quote - realising they are coming to us for price  
10/25/19, 10:21 PM - PDG&C: Hope it has been forwarded to Punits office with your mail  
10/25/19, 11:24 PM - Romil Ramgaria Barc: Have just sent the mail  
10/25/19, 11:24 PM - Romil Ramgaria Barc: But they would be desperate to get back IRS - however getting back hansa will not be easy given past issues some MRUC board members have with them  
10/25/19, 11:49 PM - PDG&C: ðŸ™  
10/29/19, 7:41 PM - Romil Ramgaria Barc: Hi Romil, I spoke to Sana from Indiantelevison. She conveniently said that you had spoken to Anil Wanvari about BARC India's participation in the future events. I have asked her to remove our name from the website and going forward the emailers won't be mentioning our name either.

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## Chat With Romil Ramgaria

10/29/19, 7:41 PM - Romil Ramgaria Barc: <Media omitted>  
 10/29/19, 7:41 PM - Romil Ramgaria Barc: Have got them to delete our name from the website  
 10/29/19, 7:41 PM - Romil Ramgaria Barc: Anil is slimy  
 10/29/19, 8:01 PM - PDG&: Totally  
 10/29/19, 8:02 PM - PDG&: He meant he spoke to you or me?  
 10/29/19, 8:02 PM - PDG&: Assholes  
 10/29/19, 8:02 PM - Romil Ramgaria Barc: Yes  
 10/29/19, 8:02 PM - PDG&: Who?  
 10/29/19, 8:02 PM - Romil Ramgaria Barc: Me  
 10/29/19, 8:02 PM - Romil Ramgaria Barc: But never did  
 10/29/19, 8:02 PM - PDG&: Bastard he is  
 10/29/19, 8:03 PM - Romil Ramgaria Barc: Yes  
 10/29/19, 8:03 PM - Romil Ramgaria Barc: That's why he can't retain people  
 10/29/19, 8:03 PM - PDG&: Separately i think barc should but he should write a mail and take confirmation  
 10/29/19, 8:03 PM - PDG&: Yes he loses all good people  
 10/29/19, 8:04 PM - Romil Ramgaria Barc: Yes completely  
 10/29/19, 8:04 PM - PDG&: Don't know how he runs the place  
 10/29/19, 8:04 PM - PDG&: Constantly people leaving  
 10/29/19, 8:04 PM - PDG&: Other day he was telling me how he is composing music  
 10/29/19, 8:04 PM - PDG&: EDM  
 10/29/19, 8:05 PM - Romil Ramgaria Barc: 8Y~  
 10/29/19, 8:05 PM - PDG&: Tries to show he is a big businessman  
 10/29/19, 8:05 PM - Romil Ramgaria Barc: Influence of French wife may be  
 10/29/19, 8:05 PM - PDG&: Maybe  
 10/29/19, 8:05 PM - PDG&: But wonder where he gets money  
 10/29/19, 8:06 PM - Romil Ramgaria Barc: Advertisement, events plus his mipcom thing  
 10/29/19, 8:06 PM - PDG&: Kitna hoga  
 10/29/19, 8:06 PM - PDG&: There is expenses too  
 10/29/19, 8:06 PM - PDG&: Shows off as if he is arun Poorie  
 10/29/19, 8:06 PM - PDG&: Publisher  
 10/29/19, 8:07 PM - Romil Ramgaria Barc: Yes gives that - but less  
 10/29/19, 8:07 PM - PDG&: 8Y~  
 10/29/19, 8:07 PM - PDG&: Sunil would have come with a mandate to stay away from trai and mib  
 10/29/19, 8:08 PM - PDG&: So suggest you push these decisions to him  
 10/29/19, 8:08 PM - PDG&: Everyone has a different philosophy of managing environment  
 10/29/19, 8:09 PM - Romil Ramgaria Barc: Yes  
 10/30/19, 8:27 PM - PDG&: [https://www.outlookbusiness.com/amp/the-big-story/lead-story/what-went-wrong-at-rana-kapoors-yes-bank-5446?\\_twitter\\_impression=true](https://www.outlookbusiness.com/amp/the-big-story/lead-story/what-went-wrong-at-rana-kapoors-yes-bank-5446?_twitter_impression=true)  
 11/7/19, 3:17 PM - Romil Ramgaria Barc: Will chat with you on PV - should we release the digital piece at all?  
 11/7/19, 3:18 PM - PDG&: Not at this stage at all  
 11/7/19, 3:18 PM - PDG&: Lots to be done  
 11/7/19, 3:19 PM - Romil Ramgaria Barc: Yes - also even if the connectivity is up and we get iPhone (which is unlikely) but still with YT being higher then stat plus - will be a big issue  
 11/7/19, 3:20 PM - PDG&: Yes but that's a larger issue to be handled  
 11/7/19, 3:20 PM - PDG&: First the tech piece

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 [Handwritten signatures and initials]



Chat With Romil Ramgaria

11/7/19, 3:20 PM - Romil Ramgaria Barc: Yes - but that won't change - will chat with you once you are back - but it will continue to be a big issue always  
 11/7/19, 3:21 PM - PDGAS: Only when we are confident of the numbers can we deal with the politics  
 11/7/19, 3:21 PM - PDGAS: Also build redundancy on vivek mishra  
 11/7/19, 3:21 PM - Romil Ramgaria Barc: Because I was cross checking the Voot vs viacom18 and stat vs Hotstar consumption - the number overall matches  
 11/7/19, 3:22 PM - Romil Ramgaria Barc: Yes agree  
 11/7/19, 4:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/7/19, 7:25 PM - PDGAS: Who is sneha in comms  
 11/7/19, 7:30 PM - Romil Ramgaria Barc: The event girl who joined. Who you also wanted to use for ad club event etc  
 11/7/19, 8:43 PM - PDGAS: Oh ok  
 11/8/19, 12:19 PM - PDGAS: Sanjay quit  
 11/8/19, 12:19 PM - PDGAS: Gupta  
 11/8/19, 12:20 PM - Romil Ramgaria Barc: Is it? Must be going to head google - in rajan's place?  
 11/8/19, 12:20 PM - PDGAS: Must be  
 11/8/19, 12:20 PM - Romil Ramgaria Barc: SV was also a contender for that  
 11/8/19, 12:20 PM - PDGAS: Yes  
 11/8/19, 12:20 PM - Romil Ramgaria Barc: Quite a churn - Gaurav May get stronger  
 11/8/19, 12:21 PM - PDGAS: Yes  
 11/8/19, 12:28 PM - PDGAS: Barc board will get weaker - wonder who they will nominate next  
 11/8/19, 12:46 PM - Romil Ramgaria Barc: Yes - may be Madhavan now  
 11/8/19, 12:50 PM - Romil Ramgaria Barc: Ajit Mohan and Sanjay Gupta who both were pushing against digital third party measurement - will now be for it - irony of chairs  
 11/8/19, 12:51 PM - PDGAS: OY-S  
 11/8/19, 12:52 PM - PDGAS: Will be good or bad i don't know - he supports Udays view of building own combined viewership  
 11/8/19, 12:52 PM - Romil Ramgaria Barc: Whoever will come have to support uday's view anyways  
 11/8/19, 12:53 PM - PDGAS: Yes  
 11/9/19, 10:09 PM - Romil Ramgaria Barc: Stuck in kolkata as flights cancelled for tomorrow morning - due to cyclone warning - airport is shut OY-S  
 11/9/19, 10:09 PM - Romil Ramgaria Barc: No flights available as of now for tomorrow -  
 11/9/19, 10:09 PM - PDGAS: Yes heard about it  
 11/9/19, 10:20 PM - PDGAS: Should be ok by tom eve  
 11/9/19, 10:21 PM - Romil Ramgaria Barc: Yeah hopefully. But since no flights are landing hence tickets are not available  
 11/9/19, 10:21 PM - Romil Ramgaria Barc: Nothing on sale for any airport  
 11/9/19, 10:21 PM - Romil Ramgaria Barc: Let's see  
 11/9/19, 10:21 PM - PDGAS: Hmmm  
 11/11/19, 7:53 AM - PDGAS: Are you being able to make it for pre tech comm and tech comm meetings?  
 11/11/19, 7:53 AM - PDGAS: If not pls brief me on issues  
 11/11/19, 7:53 AM - Romil Ramgaria Barc: Yes. Was able to get flight yesterday  
 11/11/19, 7:53 AM - PDGAS: Ok  
 11/11/19, 7:54 AM - Romil Ramgaria Barc: Will brief you in the morning before the pre tech comm meet  
 11/11/19, 7:54 AM - PDGAS: Ok

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Chat With Romil Ramgaria

11/13/19, 11:01 AM - Romil Ramgaria Barc: IBF report on MDL and rent agreement - will chat  
11/13/19, 11:02 AM - PDG&@: Yes read  
11/13/19, 12:16 PM - PDG&@: This American company working with star  
11/13/19, 12:17 PM - Romil Ramgaria Barc: 4C  
11/13/19, 12:17 PM - PDG&@: Choudhary is the guy right?  
11/13/19, 12:17 PM - Romil Ramgaria Barc: Yes  
11/13/19, 5:26 PM - Romil Ramgaria Barc: <Media omitted>  
11/13/19, 5:27 PM - PDG&@: Any gec will go back?  
11/13/19, 5:28 PM - Romil Ramgaria Barc: Not heard as of now. But will check  
11/13/19, 5:37 PM - Romil Ramgaria Barc: They are staying away as of now  
11/13/19, 5:59 PM - Romil Ramgaria Barc: You are going home only or elsewhere?  
11/13/19, 6:00 PM - PDG&@: Home only  
11/13/19, 6:00 PM - Romil Ramgaria Barc: Ok. Will drive with you  
11/13/19, 6:00 PM - PDG&@: Cool  
11/13/19, 6:26 PM - Romil Ramgaria Barc: I have to leave now  
11/13/19, 6:27 PM - Romil Ramgaria Barc: Wifey birthday  
11/13/19, 6:27 PM - Romil Ramgaria Barc: Will inform Sunil and carry on  
11/13/19, 6:27 PM - PDG&@: You have car?  
11/13/19, 6:27 PM - Romil Ramgaria Barc: No.  
11/13/19, 6:27 PM - PDG&@: Yes you can  
11/13/19, 6:27 PM - Romil Ramgaria Barc: Will book Uber  
11/13/19, 6:27 PM - PDG&@: Cops  
11/13/19, 6:27 PM - Romil Ramgaria Barc: No it&€™s ok  
11/13/19, 6:27 PM - PDG&@: No ask manashis driver na  
11/13/19, 6:27 PM - Romil Ramgaria Barc: It&€™s ok  
11/13/19, 6:30 PM - PDG&@: Doubt you will get uber  
11/13/19, 6:30 PM - PDG&@: Even sumit may have driver  
11/13/19, 6:31 PM - Romil Ramgaria Barc: Have got it. Coming in 4 mins  
11/13/19, 6:31 PM - PDG&@: Ok  
11/13/19, 7:43 PM - PDG&@: I left at 725  
11/13/19, 7:43 PM - PDG&@: It had not finished - was to start demo  
11/13/19, 7:46 PM - Romil Ramgaria Barc: Oh god!  
11/13/19, 7:46 PM - Romil Ramgaria Barc: Sumit and team can go on and on  
11/13/19, 7:49 PM - PDG&@: Yes but shows purely on his presentation skill  
11/13/19, 7:49 PM - PDG&@: There will be least retention of this session  
11/13/19, 7:50 PM - Romil Ramgaria Barc: Yes  
11/13/19, 7:50 PM - Romil Ramgaria Barc: Too much overboard if info which will need repetition again and again  
11/13/19, 7:50 PM - PDG&@: Already Today i think this is the third time i told Sunil about 51:24.5:24.5 - in car  
11/13/19, 7:50 PM - Romil Ramgaria Barc: ðŸ™€  
11/13/19, 7:50 PM - PDG&@: I don't think Sumit understands the concept of elevator pitch  
11/13/19, 7:51 PM - Romil Ramgaria Barc: Yeah - that&€™s a challenge  
11/13/19, 7:51 PM - PDG&@: Sunils take away seemed to be more TQM stuff and benchmarking  
11/13/19, 7:52 PM - Romil Ramgaria Barc: Yes -  
11/13/19, 7:52 PM - Romil Ramgaria Barc: And I think he would be overwhelmed in what all happens  
11/13/19, 7:52 PM - Romil Ramgaria Barc: Probably he will project it better - let&€™s see  
11/13/19, 7:52 PM - PDG&@: Yes he is already i think  
11/13/19, 7:52 PM - PDG&@: Yes i am hoping that - will then be good for BARC

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## Chat With Romil Ramgaria

11/13/19, 7:53 PM - PDGÂ©: That's why consciously trying to give full download  
 11/13/19, 7:54 PM - Romil Ramgaria Barc: Yes - the transition has been amazing for him - he canâ€™t expect for a better transition honestly  
 11/13/19, 7:54 PM - Romil Ramgaria Barc: I am also checking if rahul can be the CFO for MDL also  
 11/13/19, 7:54 PM - Romil Ramgaria Barc: Because canâ€™t have deepak doing that  
 11/13/19, 7:54 PM - Romil Ramgaria Barc: Rajni checking is he can be for both  
 11/13/19, 7:55 PM - PDGÂ©: I am doing it for two things - so that our team doesn't suffer - so that legacy doesn't go wrong  
 11/13/19, 7:55 PM - PDGÂ©: Rahul got siva Today?  
 11/13/19, 7:56 PM - PDGÂ©: Don't think siva was invited right?  
 11/13/19, 8:03 PM - Romil Ramgaria Barc: He was  
 11/13/19, 8:03 PM - PDGÂ©: Ok  
 11/13/19, 8:04 PM - PDGÂ©: Sudhanshu met?  
 11/13/19, 8:30 PM - Romil Ramgaria Barc: Not yet. He is in Delhi this week due to CII big picture  
 11/13/19, 8:34 PM - PDGÂ©: Yes  
 11/13/19, 8:34 PM - PDGÂ©: Rumour reliance may pull out of Viacom  
 11/13/19, 8:34 PM - PDGÂ©: Or reduce stake  
 11/13/19, 8:34 PM - PDGÂ©: And sudhanshus contract renewed not for long term  
 11/13/19, 8:41 PM - Romil Ramgaria Barc: Yes  
 11/14/19, 9:50 AM - Romil Ramgaria Barc: Sir - having a stomach upset. If am feeling little better will join in the second half.  
 11/14/19, 9:56 AM - PDGÂ©: Cool  
 11/14/19, 9:56 AM - PDGÂ©: Take care  
 11/14/19, 11:15 AM - PDGÂ©: You heard about comments made at MDL yesterday?  
 11/14/19, 11:16 AM - PDGÂ©: After we both left?  
 11/14/19, 11:16 AM - Romil Ramgaria Barc: No - what was that?  
 11/14/19, 11:18 AM - PDGÂ©: Barc should be working like MDL - process driven and regimental - TQM processes should be implemented in BARC  
 11/14/19, 11:18 AM - PDGÂ©: Arindam to guide  
 11/14/19, 11:35 AM - Romil Ramgaria Barc: Great ðŸ™€  
 11/14/19, 11:57 AM - PDGÂ©: <https://smallcappower.com/news/market-news/qyou-media-inc-stock/>  
 11/14/19, 11:58 AM - PDGÂ©: we are rating them??  
 11/14/19, 11:58 AM - Romil Ramgaria Barc: Not now. Starting in two weeks. They have converted themselves into satellite channel with MIB license etc ðŸ™€  
 11/14/19, 12:01 PM - PDGÂ©: i think BD team will be pushed for salesforce  
 11/14/19, 12:02 PM - Romil Ramgaria Barc: Salesforce for BD is a challenge for revenue number reco  
 11/14/19, 12:02 PM - Romil Ramgaria Barc: Need to get that piece still right  
 11/14/19, 12:03 PM - PDGÂ©: i am just saying - with what i heard about yesterday - these maybe things Sunil may push for - most things are set - he has to do something new - so be prepared  
 11/14/19, 12:03 PM - PDGÂ©: ok  
 11/14/19, 12:04 PM - Romil Ramgaria Barc: Yes ok ðŸ™€  
 11/14/19, 6:01 PM - Romil Ramgaria Barc: MDL is the subsidiary of BARC, so the CFO of BARC can serve as CFO of MDL  
 11/14/19, 6:01 PM - PDGÂ©: Ok  
 11/14/19, 8:20 PM - PDGÂ©: I think you should ask Elbert to stay home for the rest of his period  
 11/14/19, 8:21 PM - PDGÂ©: It will be good for all of you  
 11/14/19, 8:21 PM - PDGÂ©: Don't ask me why

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Chat With Romil Ramgaria

11/14/19, 8:26 PM - Romil Ramgaria Barc: Yes. Have already decided that.  
Speaking to him tomorrow  
11/14/19, 9:12 PM - PDGÃ©: 8Y'D8YD»  
11/15/19, 11:28 AM - Romil Ramgaria Barc: Apparently some IT raid at Subhash ji  
yesterday.  
11/15/19, 11:30 AM - PDGÃ©: yes heard  
11/15/19, 11:31 AM - PDGÃ©: but could be rumour  
11/15/19, 11:31 AM - Romil Ramgaria Barc: Yeah  
11/15/19, 6:08 PM - PDGÃ©: Poornima is looking for a job - so if she leaves -  
put a second person  
11/16/19, 8:58 AM - Romil Ramgaria Barc: Sir Sony has changed the IRD at Fastway  
Headend for Max2 and shared a video footage, now the WM detection is happening  
post this.  
11/16/19, 8:58 AM - Romil Ramgaria Barc: However we are getting the RCA done in  
parallel as why did it happen earlier  
11/16/19, 8:58 AM - Romil Ramgaria Barc: Sorry - couldn't call you back  
yesterday  
11/16/19, 8:59 AM - PDGÃ©: So ird issue?  
11/16/19, 8:59 AM - Romil Ramgaria Barc: Yes  
11/16/19, 8:59 AM - Romil Ramgaria Barc: But why that also - we are figuring  
that  
11/16/19, 8:59 AM - PDGÃ©: Yes  
11/16/19, 11:19 AM - PDGÃ©: <Media omitted>  
11/16/19, 11:35 AM - Romil Ramgaria Barc: 8Y~Š  
11/18/19, 8:51 AM - PDGÃ©: Did you see this, Bhai?  
<https://www.pgurus.com/ndtv-closing-down-auditors-report-tells-that-ndtv-is-not-a-going-concern-citing-huge-loss-and-liabilities/>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
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11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/18/19, 8:51 AM - PDGÃ©: <Media omitted>  
11/19/19, 8:26 AM - Romil Ramgaria Barc: <Media omitted>  
11/19/19, 11:34 AM - PDGÃ©: <Media omitted>  
11/19/19, 11:34 AM - PDGÃ©: Mentions video ott too  
11/19/19, 11:34 AM - Romil Ramgaria Barc: Yes it does. Have forwarded you one  
mail on this  
11/19/19, 11:35 AM - Romil Ramgaria Barc: People will take away the agenda since  
we are late  
11/19/19, 11:35 AM - PDGÃ©: Yes  
11/20/19, 4:22 PM - Romil Ramgaria Barc: Do you have kedar from comscore number  
11/20/19, 4:25 PM - PDGÃ©: nope  
11/20/19, 4:26 PM - PDGÃ©: ask vivek malhotra  
11/20/19, 4:27 PM - Romil Ramgaria Barc: Ok  
11/20/19, 11:32 PM - Romil Ramgaria Barc: <Media omitted>



## Chat With Romil Ramgaria

11/20/19, 11:33 PM - Romil Ramgaria Barc: PT aware of the audit? Just look at the question - just because PT met him today

11/20/19, 11:34 PM - PDG&@: 8Y~3

11/20/19, 11:34 PM - PDG&@: Must have got bowled by him

11/20/19, 11:34 PM - Romil Ramgaria Barc: Yeah looks like - statistical and tech jargons he will get bowled over by -

11/20/19, 11:35 PM - PDG&@: Yes

11/20/19, 11:35 PM - PDG&@: That's why insisting on no jargon

11/20/19, 11:38 PM - Romil Ramgaria Barc: Yes

11/20/19, 11:39 PM - PDG&@: So you know the language to speak to him to

11/20/19, 11:39 PM - PDG&@: 8Y~3

11/20/19, 11:39 PM - Romil Ramgaria Barc: 8Y~3

11/21/19, 8:19 AM - PDG&@: 825 pls

11/21/19, 8:21 AM - Romil Ramgaria Barc: Ok. Am down

11/21/19, 8:23 AM - Romil Ramgaria Barc: You can pick me up from Hanuman mandir

11/21/19, 8:23 AM - PDG&@: Ok

11/21/19, 8:23 AM - Romil Ramgaria Barc: Outside our complex

11/21/19, 12:28 PM - Romil Ramgaria Barc: Sunil has asked to take PT through the Cesp scope once..

11/21/19, 12:36 PM - PDG&@: 8Y~3

11/21/19, 12:37 PM - PDG&@: Did someone tell him to involve PT more? Womdering

11/21/19, 12:37 PM - Romil Ramgaria Barc: Must be shashi only

11/21/19, 12:44 PM - PDG&@: Or he is just confusing and judging people this way

11/21/19, 12:46 PM - Romil Ramgaria Barc: Ya may be and recting to every meeting - abd trusting the outsider more

11/21/19, 9:03 PM - PDG&@: <https://m.economictimes.com/markets/stocks/news/sony-in-talks-to-buy-stake-in-mukesh-ambanis-tv-network/articleshow/72155381.cms>

11/22/19, 6:52 AM - Romil Ramgaria Barc: Jags passed away - today 930am last riots

11/22/19, 7:13 AM - PDG&@: Yes heard Last night

11/24/19, 8:18 PM - PDG&@: Who owns TV9 now

11/24/19, 8:20 PM - Romil Ramgaria Barc: The financial investors have taken over - they have other businesses also - will let u know

11/24/19, 8:20 PM - Romil Ramgaria Barc: You got your credit?

11/24/19, 8:20 PM - PDG&@: Any BJP connection?

11/24/19, 8:24 PM - Romil Ramgaria Barc: Alanda Media management takes full control of ABCPL [https://www.thehindubusinessline.com/info-tech/alanda-media-management-takes-full-control-of-abcpl/article27097054.ece?utm\\_campaign=amp\\_article\\_share&utm\\_medium=referral&utm\\_source=whatsapp.com](https://www.thehindubusinessline.com/info-tech/alanda-media-management-takes-full-control-of-abcpl/article27097054.ece?utm_campaign=amp_article_share&utm_medium=referral&utm_source=whatsapp.com)

11/24/19, 8:24 PM - Romil Ramgaria Barc: They are otherwise into real estate n construction

11/24/19, 8:24 PM - PDG&@: K

11/25/19, 10:44 AM - Romil Ramgaria Barc: The credit has gone today morning

11/25/19, 10:47 AM - PDG&@: Yes got the text

11/25/19, 10:47 AM - PDG&@: 8Y~3

11/25/19, 10:47 AM - Romil Ramgaria Barc: 8Y~3

11/25/19, 10:47 AM - Romil Ramgaria Barc: Would suggest keep in FD only rather then investing anywhere

11/25/19, 10:47 AM - PDG&@: Yes was wanting to ask you that

11/25/19, 10:47 AM - Romil Ramgaria Barc: And that too keep in FD with two different good banks

11/25/19, 10:48 AM - Romil Ramgaria Barc: HDFC and kotak ideally

11/25/19, 10:48 AM - PDG&@: And break in smaller denominations?

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## Chat With Romil Ramgaria

11/25/19, 10:48 AM - PDGÂ©: Not icici?  
 11/25/19, 10:48 AM - Romil Ramgaria Barc: Or ICICI is also fine  
 11/25/19, 10:48 AM - PDGÂ©: Ok  
 11/25/19, 10:48 AM - Romil Ramgaria Barc: Yes. Withdrawal will be easy  
 11/25/19, 10:48 AM - PDGÂ©: Hdfe and icici then  
 11/25/19, 10:48 AM - PDGÂ©: Yes  
 11/25/19, 10:48 AM - Romil Ramgaria Barc: Yes ok  
 11/25/19, 1:59 PM - PDGÂ©: <Media omitted>  
 11/25/19, 1:59 PM - PDGÂ©: <Media omitted>  
 11/25/19, 2:59 PM - Romil Ramgaria Barc: Hmmm - this will keep increasing and we wonâ€™t be there anywhere  
 11/25/19, 3:00 PM - PDGÂ©: Yes  
 11/25/19, 3:00 PM - Romil Ramgaria Barc: Very random comments being made boss  
 11/25/19, 3:00 PM - PDGÂ©: But Sunil doesn't want to be in these?  
 11/25/19, 3:01 PM - Romil Ramgaria Barc: Donâ€™t know  
 11/25/19, 3:01 PM - PDGÂ©: The thing to see is if there is some pattern to the randomness  
 11/25/19, 3:01 PM - Romil Ramgaria Barc: Yet to have clarity  
 11/25/19, 3:01 PM - PDGÂ©: How was Punit meeting  
 11/25/19, 3:01 PM - PDGÂ©: Was supposed to be Friday or Today na  
 11/25/19, 3:01 PM - PDGÂ©: With cfo  
 11/25/19, 3:01 PM - Romil Ramgaria Barc: Distrust and putting on back foot before changing mind  
 11/25/19, 3:02 PM - Romil Ramgaria Barc: Moved to Wednesday  
 11/25/19, 3:02 PM - PDGÂ©: Hmmm  
 11/25/19, 3:02 PM - PDGÂ©: He will have to make a mark - so will be trying all over  
 11/25/19, 3:02 PM - Romil Ramgaria Barc: Letâ€™s see what change happens  
 11/25/19, 3:51 PM - PDGÂ©: If he goes ahead on WB Orissa as HSM it will be interesting - punit will understand the impact of getting Udays man  
 11/25/19, 3:55 PM - Romil Ramgaria Barc: ðŸˆ˜  
 11/25/19, 7:04 PM - PDGÂ©: <Media omitted>  
 11/25/19, 7:17 PM - Romil Ramgaria Barc: ðŸˆ˜  
 11/25/19, 7:17 PM - PDGÂ©: What next  
 11/25/19, 7:18 PM - Romil Ramgaria Barc: Will get his act right on other group assets and focus on politics may be  
 11/25/19, 7:18 PM - PDGÂ©: Yeah  
 11/25/19, 7:18 PM - PDGÂ©: But this won't mean Punit will be free to do his own thing i guess  
 11/25/19, 7:20 PM - PDGÂ©: Who will be the Chairman is to be seen  
 11/25/19, 7:20 PM - Romil Ramgaria Barc: Will be good for zee employees but may not be for the shareholders  
 11/26/19, 8:47 AM - Romil Ramgaria Barc: Happy birthday boss. Wish you a healthy happy and peaceful year ahead  
 11/26/19, 11:07 AM - PDGÂ©: Thank you RomilðŸˆ˜  
 11/26/19, 4:41 PM - PDGÂ©: International BD contacts  
 11/26/19, 4:41 PM - PDGÂ©: Kanti mirdiati in indonesia - email id seems wrong  
 11/26/19, 4:42 PM - PDGÂ©: Are They here?  
 11/26/19, 4:42 PM - PDGÂ©: Sutanto meeting shashi it seems  
 11/26/19, 4:44 PM - Romil Ramgaria Barc: Yes ther are  
 11/26/19, 4:44 PM - Romil Ramgaria Barc: They are meeting 4-5 people independently  
 11/26/19, 4:44 PM - PDGÂ©: Ok  
 11/26/19, 4:45 PM - PDGÂ©: Pls check email id when you can

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## Chat With Romil Ramgaria

11/26/19, 4:45 PM - Romil Ramgaria Barc: Yes will check sir  
 11/26/19, 4:46 PM - PDG&C: Johan of mediaprima - email bounced  
 11/26/19, 4:50 PM - PDG&C: Sorry this is ok  
 11/26/19, 4:53 PM - Romil Ramgaria Barc: Ok  
 11/26/19, 4:57 PM - Romil Ramgaria Barc: Kanti Mirdiati  
 <kanti.mirdiati@mncgroup.com>  
 11/26/19, 5:10 PM - PDG&C: Ok  
 11/26/19, 5:11 PM - PDG&C: Same - bounced back  
 11/26/19, 5:12 PM - PDG&C: Many of these contacts in the list you forwarded - are junior guys we are talking to  
 11/26/19, 7:40 PM - PDG&C: Who is this Harun guy in Bangladesh? Important?.he responded - wants to chat  
 11/26/19, 7:41 PM - PDG&C: When is this Sutanto guy here?  
 11/26/19, 7:50 PM - Romil Ramgaria Barc: Till tomorrow evening  
 11/26/19, 7:50 PM - Romil Ramgaria Barc: Let me check  
 11/26/19, 7:50 PM - PDG&C: Oo  
 11/26/19, 7:50 PM - PDG&C: Ok  
 11/26/19, 8:44 PM - PDG&C: <Media omitted>  
 11/26/19, 8:44 PM - PDG&C: Check  
 11/26/19, 8:44 PM - PDG&C: 8Y~8  
 11/26/19, 8:57 PM - Romil Ramgaria Barc: And this I am assuming would be without digital which is a separate entity  
 11/26/19, 8:57 PM - Romil Ramgaria Barc: Hence overall losses are much higher  
 11/26/19, 8:59 PM - PDG&C: Yes  
 11/27/19, 9:07 AM - PDG&C: Somebody telling me Novi now 78% subsidiary of Star India  
 11/27/19, 9:08 AM - Romil Ramgaria Barc: Yes - it's a consol result  
 11/27/19, 9:09 AM - PDG&C: In consol will they add up revenues of Star TV and hotstar? Or the loss will come in cost line  
 11/27/19, 9:10 AM - PDG&C: <Media omitted>  
 11/27/19, 9:12 AM - PDG&C: Because revenue numbers here and what they have given barc are similar  
 11/27/19, 11:41 PM - PDG&C: 3 directors resign from Zee Entertainment; Rs 2,200 crore in film advances and CSR spending cited among reasons

<http://www.moneycontrol.com/news/business/sunil-sharma-neharika-vohra-and-subodh-kumar-resign-as-zee-directors-4680081.html/amp>

Download the moneycontrol App: <http://m.moneycontrol.com/mom>

11/28/19, 7:12 AM - Romil Ramgaria Barc: Yeah. Big article in ET also - mess continues  
 11/28/19, 8:11 AM - PDG&C: But these directors were SC nominees isn't it? Like Subodh kumar  
 11/28/19, 8:39 AM - Romil Ramgaria Barc: Yes  
 11/28/19, 8:40 AM - Romil Ramgaria Barc: But given the implication on independent directors also these days, better to whistle blow  
 11/28/19, 8:40 AM - PDG&C: Yes true  
 11/28/19, 8:40 AM - PDG&C: Lakshmi narayan also left  
 11/28/19, 8:49 AM - PDG&C: I guess these were the points picked up in earlier due diligence too  
 11/28/19, 9:13 AM - Romil Ramgaria Barc: Yes  
 11/28/19, 12:07 PM - Romil Ramgaria Barc: Missed voice call  
 11/28/19, 12:08 PM - PDG&C: Let me call you in some time  
 11/28/19, 12:08 PM - PDG&C: Bad signal

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## Chat With Romil Ramgaria

11/28/19, 12:08 PM - Romil Ramgaria Barc: Yes ok

11/28/19, 12:41 PM - PDG@: Ambani Said in Talks to Sell News Assets to India's Times Group

2019-11-28 06:27:05.25 GMT

By Baiju Kalesh, Anto Antony and P R Sanjai

(Bloomberg) -- Billionaire Mukesh Ambani is in talks to sell his news media assets to India's Times Group, as Asia's richest man plans to unload a business that's been losing money, people familiar with the matter said.

Bennett Coleman & Co., the publisher of the Times of India, is looking to hire advisers for due diligence on the news properties of Ambani's Network18 Media & Investments Ltd., the people said, asking not to be named as the discussions are private. Ambani is considering various options, ranging from an outright exit to a stake sale, one of the people said. Talks are at an early stage and may not result in a deal, the people said, adding more suitors may emerge. A representative for Bennett Coleman didn't immediately respond to a request for comments, while a spokesman for Reliance Industries Ltd. said the parent of Network18 evaluates opportunities on an ongoing basis and declined to comment further.

The tycoon's plan to dispose of his news assets comes as he pursues talks to sell a stake in Network18's entertainment division that encompasses various movie, music and comedy channels to Sony Corp. Bloomberg News reported last week that the Japanese giant is currently examining the books of the Indian media company and is considering several potential deal structures. Network18 reported a group loss of 1.78 billion rupees (\$25 million) in the year ended March, while its net debt stood at 28 billion rupees, according to the company. Sony Said to Be in Talks to Buy Stake in Ambani's TV Network (2)

Ambani's oil-to-petrochemicals conglomerate is in the midst of streamlining its operations and pivoting more toward relatively new ventures such as retail and technology for revenue. Last month, Reliance Industries unveiled a digital-services holding company that would eventually provide services from e-commerce to entertainment on a telecommunications network built over the last few years with about \$50 billion in investment.

Network18, acquired by Reliance Industries in 2014, owns and operates 56 local channels spanning news and entertainment. News properties include MoneyControl, News18, CNBCTV18.com, CricketNext and Firstpost. Its subsidiary TV18 Broadcast Ltd. houses news channels.

Unlisted Bennett Coleman, also known as the Times Group, owns television channels, including Times Now and ET Now. Besides the Times of India, it also publishes the Economic Times, a pink financial daily.

To contact the reporters on this story:

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## Chat With Romil Ramgaria

12/3/19, 5:25 PM - PDGÂ©: Was expected  
 12/3/19, 5:25 PM - PDGÂ©: They will never get license  
 12/3/19, 5:25 PM - Romil Ramgaria Barc: No  
 12/3/19, 5:26 PM - PDGÂ©: It's a paid story - sending link  
 12/3/19, 5:27 PM - PDGÂ©: <https://themorningcontext.com/business/>  
 12/3/19, 5:27 PM - PDGÂ©: By Harveen  
 12/3/19, 5:27 PM - PDGÂ©: The ex Mint girl from Delhi  
 12/3/19, 5:27 PM - Romil Ramgaria Barc: Yes. Now with ken  
 12/3/19, 5:28 PM - PDGÂ©: She left ken  
 12/3/19, 5:28 PM - PDGÂ©: And joined this  
 12/3/19, 5:28 PM - Romil Ramgaria Barc: Oh ok  
 12/3/19, 5:28 PM - PDGÂ©: Alongwith Ashish  
 12/3/19, 5:28 PM - PDGÂ©: Recent one  
 12/3/19, 5:28 PM - PDGÂ©: Says 200 cr revenue of Republic March 19  
 12/4/19, 8:30 PM - PDGÂ©: Current urban household is 100 million odd?  
 12/4/19, 8:33 PM - Romil Ramgaria Barc: TV HH - yes - 48%. Roughly 96  
 12/4/19, 8:33 PM - PDGÂ©: Tx  
 12/4/19, 8:43 PM - PDGÂ©: Urban HSM?  
 12/4/19, 8:44 PM - Romil Ramgaria Barc: 55mn  
 12/5/19, 12:55 PM - PDGÂ©: Pls put me on heads-up mailing list  
 12/5/19, 12:56 PM - Romil Ramgaria Barc: Already done. You didn't get it?  
 12/5/19, 12:56 PM - PDGÂ©: Nope  
 12/5/19, 12:56 PM - PDGÂ©: Got info mail that data uploaded at 11  
 12/5/19, 12:56 PM - PDGÂ©: But not heads-up  
 12/5/19, 12:56 PM - Romil Ramgaria Barc: Ok. Let me check  
 12/5/19, 1:16 PM - Romil Ramgaria Barc: You are there in the database which has the link - if you click on the link you will see the heads up  
 12/5/19, 1:16 PM - Romil Ramgaria Barc: Have also added you to a pdf mail  
 12/5/19, 1:18 PM - PDGÂ©: Yes the pdf one will help  
 12/5/19, 1:18 PM - PDGÂ©: Gmail id not acceptable non link  
 12/5/19, 1:29 PM - PDGÂ©: On link  
 12/6/19, 12:56 PM - PDGÂ©: Dear Romil. We shall be grateful if you may kindly grace the Marquee awards program. The date is 12th December, ie Thursday. This time its an outdoor venue at Prince of Wales Museum. Best regards  
 12/6/19, 2:07 PM - Romil Ramgaria Barc: Yes sir. Will be there ðŸ™•ðŸ™•ðŸ™•  
 12/6/19, 2:07 PM - Romil Ramgaria Barc: All the best for the event  
 12/6/19, 2:09 PM - PDGÂ©: ðŸ™•  
 12/6/19, 2:18 PM - Romil Ramgaria Barc: <Media omitted>  
 12/6/19, 4:51 PM - PDGÂ©: ðŸ™•  
 12/6/19, 4:51 PM - PDGÂ©: FinallyðŸ™•  
 12/6/19, 5:03 PM - Romil Ramgaria Barc: Heard that RB is moving to dentsu  
 12/6/19, 5:30 PM - PDGÂ©: Shashi sir should retire - high time  
 12/6/19, 5:30 PM - PDGÂ©: Yes i also heard Bhasin under cutting big time  
 12/6/19, 6:29 PM - Romil Ramgaria Barc: Yes  
 12/10/19, 12:05 PM - PDGÂ©: 30% lower rate apparently  
 12/10/19, 12:09 PM - Romil Ramgaria Barc: Yes  
 12/10/19, 12:09 PM - PDGÂ©: How do these guys run their businesses i wonder  
 12/10/19, 12:36 PM - Romil Ramgaria Barc: Yeah absolutely. I was talking to Shashi sir about this in the offsite only  
 12/10/19, 12:36 PM - Romil Ramgaria Barc: They need to come together and stop this  
 12/10/19, 12:36 PM - Romil Ramgaria Barc: But they won't  
 12/10/19, 12:36 PM - PDGÂ©: They wont

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## Chat With Romil Ramgaria

12/10/19, 12:38 PM - PDGÂ@: Apparently Dentsu is reaching out to channels to lower rates

12/10/19, 12:38 PM - PDGÂ@: Same like Group m did after iTC pitch

12/10/19, 1:03 PM - Romil Ramgaria Barc: Yes - itâ€™s a mess

12/10/19, 8:01 PM - Romil Ramgaria Barc:

<https://ind01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thehindubusinessline.com%2Ftechnology%2Ftv-ratings-are-obsolete-says-star-tv-india-chief%2Farticle30267555.ece&data=02%7C01%7Cromil.ramgaria%40barcindia.co.in%7Cf6a195f9ba2c4e60fc3708d77d760ede%7C44f84597e41f4b9e84f012e6d5b975d8%7C1%7C0%7C637115818315741085&sdata=JTWp66QV5jfr4aMulJcfqbno0ID%2FtKYG8yBYGpyUIyg%3D&reserved=0>

12/10/19, 8:10 PM - PDGÂ@: 8Y-Š8Y-Š

12/10/19, 9:41 PM - PDGÂ@: <https://www.business-standard.com/article/economy-policy/star-india-chairman-hopes-telecom-tariff-hike-won-t-limit-data-consumption-1191210009931.html>

12/10/19, 9:41 PM - PDGÂ@: Pti story so it will be all over

12/10/19, 9:46 PM - Romil Ramgaria Barc: Yes

12/10/19, 9:46 PM - PDGÂ@: Sunils reaction?

12/10/19, 9:46 PM - PDGÂ@: It's very damaging

12/10/19, 9:47 PM - PDGÂ@: Star CEO damning BARC

12/10/19, 9:47 PM - PDGÂ@: All the negative voices will find inspiration

12/10/19, 9:47 PM - Romil Ramgaria Barc: Yes - specially his mentor

12/10/19, 9:47 PM - PDGÂ@: Basically barc board member saying barc is bakwas

12/10/19, 9:47 PM - PDGÂ@: Yes

12/10/19, 9:47 PM - Romil Ramgaria Barc: Havenâ€™t spoken to him -

12/10/19, 9:48 PM - Romil Ramgaria Barc: Not board member - but bigger then all

12/10/19, 9:48 PM - PDGÂ@: Yes

12/10/19, 9:49 PM - PDGÂ@: But he is not offering any solution

12/10/19, 9:49 PM - PDGÂ@: Just criticism

12/10/19, 9:49 PM - PDGÂ@: 8Y-Š

12/10/19, 9:49 PM - Romil Ramgaria Barc: Yes - also silver lining is both screens should be seen together

12/10/19, 9:50 PM - PDGÂ@: That doesn't mean he is allowing barc into the second screen data

12/10/19, 9:50 PM - PDGÂ@: He says OTT players can give 8Y-Š

12/10/19, 9:50 PM - Romil Ramgaria Barc: Yes - he wonâ€™t -

12/10/19, 9:50 PM - PDGÂ@: Our assumption on his agenda was spot on

12/10/19, 9:50 PM - Romil Ramgaria Barc: Yes. And now 4c will seal it

12/10/19, 9:51 PM - PDGÂ@: Yes

12/10/19, 9:51 PM - PDGÂ@: But there too he will use barc data

12/10/19, 9:51 PM - PDGÂ@: While criticising it

12/10/19, 9:51 PM - Romil Ramgaria Barc: Yes

12/10/19, 9:51 PM - PDGÂ@: How does that help i wonder 8Y-Š

12/10/19, 9:52 PM - Romil Ramgaria Barc: Yeah donâ€™t know - must be predicting as the TV ratings start to fall

12/10/19, 9:56 PM - PDGÂ@: Yes

12/11/19, 7:18 AM - Romil Ramgaria Barc:

<https://www.businesswire.com/news/home/20191210005403/en/Eric-Salama-Step-Kantar-CEO-2020>

12/11/19, 7:35 AM - PDGÂ@: Hmmmm may be this is why he was avoiding taking calls

12/11/19, 8:58 AM - Romil Ramgaria Barc: <Media omitted>

12/11/19, 8:58 AM - Romil Ramgaria Barc: <Media omitted>

12/11/19, 9:00 AM - PDGÂ@: Hmmmm

12/11/19, 9:04 AM - PDGÂ@: In my view Udays comment is very damaging for BARC

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### Chat With Romil Ramgaria

12/11/19, 9:16 AM - Romil Ramgaria Barc: Yes it is  
12/11/19, 9:39 AM - PDGÂ©: Which event today?  
12/11/19, 9:47 AM - Romil Ramgaria Barc: VBS - sanwarie  
12/11/19, 9:47 AM - Romil Ramgaria Barc: Wanwari  
12/11/19, 9:59 AM - PDGÂ©: Ok  
12/11/19, 4:02 PM - PDGÂ©: Do i still need to approve the GP mail's?  
12/11/19, 4:05 PM - Romil Ramgaria Barc: Yes sir. Sunilâ€™s signatures in banking system yet to be approved. Should be done soon. Post that not needed  
12/11/19, 4:06 PM - PDGÂ©: But internal mail's? Now that DMP is rolled out?  
12/11/19, 4:58 PM - Romil Ramgaria Barc:  
<https://ind01.safelinks.protection.outlook.com/?url=http%3A%2F%2Ftelecomlive.com%2Fweb%2Fbarc-is-not-credible%2F&data=02%7C01%7Cromil.ramgarhia%40barcindia.co.in%7C328d700324cd4bceda6808d77e2b3fb5%7C44f84597e41f4b9e84f012e6d5b975d8%7C1%7C0%7C637116596518736053&sdata=xNctJH13HknyQwBbFzXfHO6hPqPPkxgw4Hz5WvbDSuE%3D&reserved=0>  
12/11/19, 5:10 PM - PDGÂ©: Not being able to read the whole story  
12/11/19, 5:20 PM - Romil Ramgaria Barc: Itâ€™s quite damning and well researched  
12/11/19, 5:31 PM - PDGÂ©: <https://www.cnbctv18.com/videos/buzz/media-dialogues-vision-2020-broadcasters-shouldnt-magnifying-data-from-microscopic-samples-says-barc-ceo-4850701.htm>  
12/11/19, 5:40 PM - PDGÂ©: Managed to read  
12/11/19, 5:40 PM - PDGÂ©: Yes well researched  
12/11/19, 7:36 PM - PDGÂ©: <Media omitted>  
12/13/19, 1:53 PM - PDGÂ©: <https://www.medianews4u.com/k-madhavan-the-new-country-manager-of-star-and-disney-india/>  
12/13/19, 1:53 PM - PDGÂ©: Heard this morning  
12/13/19, 1:53 PM - Romil Ramgaria Barc: Yes - amazing for KM  
12/13/19, 1:53 PM - PDGÂ©: Yes  
12/13/19, 1:53 PM - Romil Ramgaria Barc: Didnâ€™t even think he can be there  
12/13/19, 1:53 PM - PDGÂ©: But wonder how will he get time  
12/13/19, 1:54 PM - PDGÂ©: Yes because we know of his several other interests  
12/13/19, 1:54 PM - PDGÂ©: Don't know what swung that  
12/13/19, 1:54 PM - PDGÂ©: Wonder if it's temp or permanent type  
12/13/19, 1:54 PM - PDGÂ©: No head hunting assignment out for Sanjays replacement though  
12/13/19, 1:54 PM - Romil Ramgaria Barc: Yeah - also he is strategic but wonâ€™t be strong ops wise, which was needed under Uday  
12/13/19, 2:01 PM - PDGÂ©: <Media omitted>  
12/13/19, 2:01 PM - PDGÂ©: How did Sharma vs Sunil go?  
12/13/19, 2:02 PM - Romil Ramgaria Barc: Nothing significant - donâ€™t think they crossed each other - will check with him  
12/13/19, 2:03 PM - PDGÂ©: Read anjans comment  
12/14/19, 9:48 AM - PDGÂ©:  
<https://twitter.com/karthiks/status/1205025110068875264?s=09>  
12/14/19, 9:48 AM - PDGÂ©: Check the thread  
12/14/19, 10:00 AM - Romil Ramgaria Barc: Yes read it. Some right and some wrong. But this thread is going viral on WhatsApp  
12/14/19, 10:03 AM - PDGÂ©: YesôY`S  
12/18/19, 5:37 PM - PDGÂ©: <Media omitted>  
12/18/19, 5:38 PM - PDGÂ©: Pls give me a call when you are free and alone  
12/21/19, 8:31 AM - PDGÂ©: No NBFôY`„ôY`„  
12/21/19, 8:31 AM - PDGÂ©: <Media omitted>

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## Chat With Romil Ramgaria

12/21/19, 9:13 AM - Romil Ramgaria Barc: Yes - that's a challenge with them - I think will gain traction in 3-6 months

12/21/19, 9:13 AM - PDG@: 8Y~S

12/21/19, 9:14 AM - PDG@: Not that NBA is any better but without well carved out agenda it will not fly

12/21/19, 9:14 AM - PDG@: Only thing going for them are that regional channels are part of it

12/21/19, 9:19 AM - Romil Ramgaria Barc: Yes

12/21/19, 4:45 PM - PDG@: Good interview by Sunil

12/21/19, 5:48 PM - Romil Ramgaria Barc: Yeah - he is good at all this. And comes naturally to him

12/21/19, 6:09 PM - PDG@: True

12/24/19, 5:52 PM - PDG@: <Media omitted>

12/24/19, 7:03 PM - Romil Ramgaria Barc: They do - cannot see which email is this

12/24/19, 7:03 PM - PDG@: Forwarding you

12/24/19, 7:04 PM - PDG@: But why is sunils approval taking so long?

12/24/19, 7:04 PM - PDG@: It's abnormal

12/24/19, 7:04 PM - Romil Ramgaria Barc: Yes absolutely abnormal - some signing mismatch - but still very weird

12/24/19, 7:05 PM - PDG@: What?

12/24/19, 7:05 PM - PDG@: I have never seen this

12/24/19, 7:05 PM - PDG@: If he has I'd problems even MIB can create issues 8Y~S

12/24/19, 7:07 PM - Romil Ramgaria Barc: 8Y~S yeah - he anyways is managing the regulatory and ministry himself - so that's good 8Y~S

12/24/19, 7:07 PM - PDG@: Not even Shantanu involved?

12/24/19, 7:07 PM - PDG@: This is Udays instructions i guess

12/24/19, 7:07 PM - PDG@: Guess

12/24/19, 7:07 PM - Romil Ramgaria Barc: He is -

12/24/19, 7:08 PM - Romil Ramgaria Barc: However he fronts it mostly and back end 20 people are involved from finance to legal to strategy to MSCI 8Y~S

12/24/19, 7:08 PM - PDG@: Hmmm

12/24/19, 7:09 PM - PDG@: Has he had interactions with Sunil Gupta or Sharma etc?

12/24/19, 7:09 PM - Romil Ramgaria Barc: But which is good - creating an environment of distributed ownership so even if that ball falls, no single person can be blamed 8Y~S

12/24/19, 7:09 PM - PDG@: Atul?

12/24/19, 7:09 PM - Romil Ramgaria Barc: First week Jan

12/24/19, 7:09 PM - Romil Ramgaria Barc: Yes

12/24/19, 7:09 PM - Romil Ramgaria Barc: Also meeting the new MIB secy

12/24/19, 7:09 PM - PDG@: Ceo will always be blamed

12/24/19, 7:10 PM - PDG@: Yes another animal

12/24/19, 7:10 PM - PDG@: I am not sure - these issues cannot be broad-based in my view but to each his own

12/24/19, 7:10 PM - Romil Ramgaria Barc: Yes agree

12/24/19, 7:11 PM - Romil Ramgaria Barc: Yeah -

12/24/19, 7:11 PM - Romil Ramgaria Barc: You in Mumbai or traveling

12/24/19, 7:11 PM - PDG@: Today mumbai

12/24/19, 7:11 PM - PDG@: Tom till 1st am out

12/24/19, 7:11 PM - Romil Ramgaria Barc: Ok - enjoy and have a good break

12/24/19, 7:11 PM - PDG@: Thank you

12/24/19, 7:12 PM - Romil Ramgaria Barc: Will catch up with you in 2020

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## Chat With Romil Ramgaria

12/24/19, 7:12 PM - PDG&: Wish you guys too  
 12/24/19, 7:12 PM - PDG&: ॐ-ॐॐ-ॐॐॐ  
 12/24/19, 7:12 PM - Romil Ramgaria Barc: ॐॐॐॐॐॐॐॐॐ  
 12/24/19, 7:52 PM - Romil Ramgaria Barc: <Media omitted>  
 12/24/19, 7:55 PM - PDG&: ॐॐ-ॐॐ-ॐ  
 12/30/19, 12:05 PM - Romil Ramgaria Barc: <Media omitted>  
 12/30/19, 12:05 PM - Romil Ramgaria Barc: <Media omitted>  
 12/30/19, 12:05 PM - Romil Ramgaria Barc: FE  
 12/30/19, 12:08 PM - PDG&: ॐॐ-ॐ  
 12/30/19, 12:09 PM - PDG&: Does TRai know that data is being delayed Just by advise of broadcasters now?  
 12/30/19, 12:09 PM - PDG&: Shashi was telling me other day  
 12/30/19, 12:09 PM - PDG&: I just listened  
 12/30/19, 12:10 PM - PDG&: They won't raise their voices but say separately  
 12/30/19, 12:10 PM - Romil Ramgaria Barc: It was a board call ॐॐ-ॐ  
 12/30/19, 12:10 PM - PDG&: He was saying sunil going only by broadcasters  
 12/30/19, 12:10 PM - Romil Ramgaria Barc: But delay by one week shouldnâ€™t be a big issue  
 12/30/19, 12:10 PM - PDG&: Yes but not attended by ISA ॐॐ-ॐ  
 12/30/19, 12:10 PM - Romil Ramgaria Barc: That he is ॐॐ-ॐ  
 12/30/19, 12:10 PM - Romil Ramgaria Barc: Yes  
 12/30/19, 12:11 PM - Romil Ramgaria Barc: They were not in agreement but broadcasters and nakul were ॐॐ-ॐ  
 12/30/19, 12:11 PM - PDG&: I have started avoiding calls from Arvind of trai  
 12/30/19, 12:11 PM - PDG&: Useless  
 12/30/19, 12:11 PM - PDG&: They want gyan for the new policy  
 12/30/19, 12:11 PM - PDG&: What do i gain  
 12/30/19, 12:11 PM - PDG&: So not taking calls  
 12/30/19, 12:12 PM - Romil Ramgaria Barc: Yes better / he is useless anyways  
 12/30/19, 12:12 PM - Romil Ramgaria Barc: Unless Gupta call you doesnâ€™t make sense  
 12/30/19, 12:12 PM - PDG&: But they have dangerous thoughts  
 12/30/19, 12:12 PM - PDG&: Yes  
 12/30/19, 12:12 PM - PDG&: Things like split barc into three  
 12/30/19, 12:12 PM - Romil Ramgaria Barc: Ha ha ॐॐ-ॐ  
 12/30/19, 12:12 PM - Romil Ramgaria Barc: I donâ€™t think they will do anything like that - but never know  
 12/30/19, 12:13 PM - PDG&: One part like MDL one part who compiles data and one who reports  
 12/30/19, 12:13 PM - PDG&: Only they know what they mean  
 12/30/19, 12:13 PM - Romil Ramgaria Barc: The telecom talk article instigated by TV5  
 12/30/19, 12:13 PM - PDG&: It will go back to TAM Nielsen Kantar  
 12/30/19, 12:13 PM - PDG&: Yes  
 12/30/19, 12:13 PM - Romil Ramgaria Barc: Good for the industry - changes should be constant ॐॐ-ॐ  
 12/30/19, 12:14 PM - PDG&: Yes somebody will have sense - realised arvind has understood nothing in these years  
 12/30/19, 12:14 PM - PDG&: ॐॐ-,, ॐॐ-,,  
 12/30/19, 12:14 PM - Romil Ramgaria Barc: Arvind is useless -  
 12/30/19, 12:14 PM - Romil Ramgaria Barc: And spine less  
 12/30/19, 12:14 PM - PDG&: Totally  
 12/30/19, 12:14 PM - PDG&: In effect i told him - why should i help you - politely

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Chat With Romil Ramgaria

12/30/19, 12:15 PM - Romil Ramgaria Barc: ðŸ˜Š  
 12/30/19, 12:15 PM - PDGÃ©: Did I tell you?  
 12/30/19, 12:15 PM - PDGÃ©: My sugar and BP levels - all back to normal now?  
 12/30/19, 12:16 PM - Romil Ramgaria Barc: Wow!! This is amazing  
 12/30/19, 12:16 PM - PDGÃ©: Something i have not seen Last three to four years  
 12/30/19, 12:16 PM - Romil Ramgaria Barc: Whatever happens, happens for the good  
 12/30/19, 12:16 PM - PDGÃ©: Yes always  
 1/1/20, 6:02 PM - Romil Ramgaria Barc: <Media omitted>  
 1/1/20, 6:02 PM - Romil Ramgaria Barc: New NTO regulations  
 1/1/20, 8:03 PM - PDGÃ©: Will read  
 1/9/20, 10:04 PM - PDGÃ©: Venkat Nettimi??  
 1/10/20, 6:58 AM - Romil Ramgaria Barc: For what?  
 1/10/20, 7:19 AM - PDGÃ©: Apparently gone - check  
 1/10/20, 7:25 AM - PDGÃ©: Overnight asked to leave  
 1/10/20, 7:26 AM - Romil Ramgaria Barc: Why? Canâ€™t be integrity issue in research?  
 1/10/20, 7:26 AM - PDGÃ©: No idea  
 1/10/20, 7:26 AM - Romil Ramgaria Barc: Will check  
 1/10/20, 9:34 AM - Romil Ramgaria Barc: Itâ€™s confirmed. Checking why  
 1/10/20, 9:42 AM - PDGÃ©: I thought PM liked him  
 1/10/20, 9:53 AM - Romil Ramgaria Barc: Yes he did. We met him last week only with PM  
 1/10/20, 9:53 AM - Romil Ramgaria Barc: Surprising!  
 1/10/20, 9:53 AM - PDGÃ©: Check the story  
 1/10/20, 9:53 AM - Romil Ramgaria Barc: Yes will check and let u know  
 1/10/20, 9:53 AM - PDGÃ©: ðŸ˜Š  
 1/10/20, 9:53 AM - Romil Ramgaria Barc: You in Mumbai this weekend?  
 1/10/20, 9:54 AM - PDGÃ©: Not on Saturday  
 1/10/20, 9:54 AM - PDGÃ©: Going to the Merc factory for an event  
 1/10/20, 9:54 AM - PDGÃ©: Sunday i am  
 1/10/20, 9:54 AM - Romil Ramgaria Barc: Ok. Will catch up with you on Sunday. Been long  
 1/10/20, 9:55 AM - PDGÃ©: Sunday eve is MK Anand's son's wedding reception  
 1/10/20, 9:55 AM - PDGÃ©: You there?  
 1/10/20, 9:55 AM - Romil Ramgaria Barc: No am not there -  
 1/10/20, 9:55 AM - PDGÃ©: Yes let's do  
 1/10/20, 9:55 AM - Romil Ramgaria Barc: Ok. Will drop by in the afternoon or early evening  
 1/10/20, 9:55 AM - Romil Ramgaria Barc: Will check with you  
 1/10/20, 9:56 AM - PDGÃ©: ðŸ˜ŠðŸ˜Š  
 1/10/20, 9:59 AM - Romil Ramgaria Barc: IBF PC today  
 1/10/20, 9:59 AM - PDGÃ©: Yes  
 1/10/20, 9:59 AM - Romil Ramgaria Barc: <Media omitted>  
 1/10/20, 9:59 AM - PDGÃ©: They will show an United front  
 1/10/20, 9:59 AM - PDGÃ©: But two weeks later they will break their termsðŸ˜Š,,  
 1/10/20, 9:59 AM - PDGÃ©: Haven't we seen so much of this  
 1/10/20, 10:00 AM - PDGÃ©: This confrontation between govt and broadcasters benefits no one but still  
 1/10/20, 10:00 AM - PDGÃ©: No discussion this time on stopping ratings?  
 1/10/20, 10:13 AM - Romil Ramgaria Barc: No discussion  
 1/10/20, 10:13 AM - Romil Ramgaria Barc: But this PC is not good  
 1/10/20, 10:13 AM - Romil Ramgaria Barc: If you have to fight, fight!  
 1/10/20, 10:13 AM - Romil Ramgaria Barc: Donâ€™t wash your clothes in public  
 1/10/20, 10:13 AM - Romil Ramgaria Barc: Sunil is attending the PC today ðŸ˜Š

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## Chat With Romil Ramgaria

1/10/20, 10:14 AM - PDGÂ@: Correct  
 1/10/20, 10:14 AM - PDGÂ@: Wrong thing  
 1/10/20, 10:14 AM - PDGÂ@: I heard about some other moves too  
 1/10/20, 10:14 AM - Romil Ramgaria Barc: Yeah - with media and also from perception for govt, not good  
 1/10/20, 10:14 AM - Romil Ramgaria Barc: Like what?  
 1/10/20, 10:15 AM - PDGÂ@: But he has stood up for you with uday i heard which is good  
 1/10/20, 10:15 AM - PDGÂ@: Apparently punit and uday is playing the same game - make the CEO take decisions and not go to Board etc  
 1/10/20, 10:15 AM - PDGÂ@: You know how it can boomerang later  
 1/10/20, 10:15 AM - Romil Ramgaria Barc: Yes itâ€™s definitely got better working with him then what it was before  
 1/10/20, 10:16 AM - PDGÂ@: Good for both of you actually  
 1/10/20, 10:16 AM - PDGÂ@: And for barc  
 1/10/20, 10:16 AM - Romil Ramgaria Barc: Yes they are - but the river is currently changing directions depending on course  
 1/10/20, 10:17 AM - PDGÂ@: Yes you know how it will be used later  
 1/10/20, 10:17 AM - PDGÂ@: One may think these guys have confidence etc etc but will be used differently  
 1/10/20, 10:18 AM - PDGÂ@: They tried the same thing two or three times earlier to get Techcomm out of the system  
 1/10/20, 10:18 AM - Romil Ramgaria Barc: Yes - Sunil will hopefully realize down the line.  
 1/10/20, 10:18 AM - Romil Ramgaria Barc: Donâ€™t want to influence anything right now  
 1/10/20, 10:18 AM - PDGÂ@: Yes hopefully not too late  
 1/10/20, 10:19 AM - PDGÂ@: Yes you keep low for some time  
 1/10/20, 10:19 AM - PDGÂ@: Let the storms pass  
 1/10/20, 10:19 AM - Romil Ramgaria Barc: Yes  
 1/10/20, 10:19 AM - PDGÂ@: Mahendra shaping up well?  
 1/10/20, 10:20 AM - Romil Ramgaria Barc: Yes he is  
 1/10/20, 10:20 AM - PDGÂ@: Good to know that  
 1/10/20, 5:55 PM - PDGÂ@: Uttam agarwal.  
 Chairman Of Audit, Yes Barc  
 1/10/20, 5:55 PM - PDGÂ@: <Media omitted>  
 1/10/20, 5:55 PM - PDGÂ@: Going around  
 1/10/20, 5:59 PM - PDGÂ@: MMA Indonesia has sent a RFP - forwarded you  
 1/10/20, 6:00 PM - PDGÂ@: Someone connected with Bangladesh writer to me asking if BARC is shelving international plans  
 1/10/20, 6:00 PM - PDGÂ@: I didn't reply  
 1/10/20, 6:11 PM - Romil Ramgaria Barc: Hmmm ok  
 1/10/20, 10:57 PM - Romil Ramgaria Barc: One gossip is that he was drinking with PG and Mukund last night in Zee office and something went wrong in that session and he was sacked  
 1/10/20, 10:58 PM - Romil Ramgaria Barc: Another gossip is that he was asked to go because it cost cutting  
 1/10/20, 10:59 PM - PDGÂ@: 5Y=“  
 1/10/20, 10:59 PM - PDGÂ@: I doubt PG will drink with him na?  
 1/10/20, 10:59 PM - Romil Ramgaria Barc: Both looks odd  
 1/10/20, 10:59 PM - PDGÂ@: Yes  
 1/10/20, 10:59 PM - Romil Ramgaria Barc: Yes agree  
 1/13/20, 9:54 AM - Romil Ramgaria Barc: Sorry couldnâ€™t drop in yesterday. Got tied up

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Chat With Romil Ramgaria

1/13/20, 9:54 AM - Romil Ramgaria Barc: If you are around today or tomorrow will come across  
1/13/20, 10:02 AM - PDG&C: Yes am around - what time? During day it can be at MCA or in the evening at home  
1/13/20, 10:02 AM - Romil Ramgaria Barc: Around 630/7?  
1/13/20, 10:02 AM - PDG&C: Ok come home then  
1/13/20, 10:02 AM - Romil Ramgaria Barc: Ok  
1/13/20, 12:23 PM - Romil Ramgaria Barc: \*Broadcasters's case against TRAI tariff order listed for tomorrow\*

With just two days remaining for a deadline to file amended TV channel tariffs, a case filed by India's big broadcasters in the Bombay High Court has been listed for hearing tomorrow in front of Justice SC Dharmadhikari.

Broadcasters, including Star India, Zee Entertainment, Sony Networks and others, have come together under the banner of Indian Broadcasting Foundation to oppose TRAI's decision to bring down TV channel prices.

In order to prevent a repeat of 2017 situation, in which cases were filed in several courts across India, TRAI has filed caveats in all the major high courts against issuing a stay without hearing what it has to say in the matter.

1/13/20, 12:24 PM - PDG&C: Trai getting wiser?  
1/13/20, 12:24 PM - Romil Ramgaria Barc: Yup  
1/13/20, 12:25 PM - PDG&C: Is this the same justice who has handled any such case - nothing was in Bombay i suppose  
1/13/20, 12:25 PM - Romil Ramgaria Barc: No. But he is perceived to be a neutral judge and who follows the rule of law  
1/13/20, 12:25 PM - Romil Ramgaria Barc: So don't think if they will get a stay  
1/13/20, 12:26 PM - Romil Ramgaria Barc: He is supposed to be good and bright and understands stuff  
1/13/20, 12:26 PM - PDG&C: K  
1/13/20, 12:28 PM - Romil Ramgaria Barc: But he is generally a negative judge so relief may not be easy  
1/13/20, 12:28 PM - PDG&C: Oh  
1/13/20, 12:29 PM - Romil Ramgaria Barc: Good for TRAI - anyways this is absolutely in their jurisdiction what they have done  
1/13/20, 12:30 PM - PDG&C: Yes but this so much operational interference is bad for Industry  
1/13/20, 12:30 PM - Romil Ramgaria Barc: Yeah - that's true from ops standpoint  
1/13/20, 12:31 PM - Romil Ramgaria Barc: But they called for it but not siding and playing with them  
1/13/20, 12:31 PM - Romil Ramgaria Barc: Which telecom is doing now  
1/13/20, 12:31 PM - Romil Ramgaria Barc: After being mature  
1/13/20, 12:31 PM - Romil Ramgaria Barc: Which am sure media will also do 3-4 years down the line  
1/13/20, 12:34 PM - PDG&C: Yes but the same TRAI has killed telecom industry in the process  
1/13/20, 12:36 PM - Romil Ramgaria Barc: Yes - if it kills Vodafone then will be bad. Else I think three player market is good even from competition standpoint  
1/13/20, 12:36 PM - PDG&C: Voda is mostly dead - no investment anymore  
1/13/20, 12:37 PM - Romil Ramgaria Barc: Yeah. But tariff increase can help - second one will also come

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## Chat With Romil Ramgaria

1/13/20, 12:37 PM - PDG&@: Only thing that remains to be seen is whether they will pull the plug  
 1/13/20, 12:37 PM - Romil Ramgaria Barc: Relief on AGR will be depend their existence  
 1/13/20, 12:37 PM - PDG&@: Yes  
 1/13/20, 12:38 PM - Romil Ramgaria Barc: Airtel feels they won't get it and are preparing - which will be good for them as Vodafone goes  
 1/13/20, 12:38 PM - Romil Ramgaria Barc: But for consumers it's really bad  
 1/13/20, 12:39 PM - PDG&@: Yes consumers are the worst hit - something that TRAI claims to protect interests of  
 1/13/20, 12:39 PM - Romil Ramgaria Barc: Yeah. Protecting interests of few groups  
 1/13/20, 12:39 PM - PDG&@: Absolutely  
 1/13/20, 6:41 PM - Romil Ramgaria Barc: Will be there with you in 15-20  
 1/13/20, 6:42 PM - PDG&@: Sure  
 1/14/20, 6:42 PM - PDG&@: On things like ad Market size, main broadcasters, agencies etc - there were full presentations on Indonesia and Bangladesh  
 1/14/20, 6:42 PM - PDG&@: Whenever possible pls dig them out and send them to my gmail id  
 1/14/20, 6:52 PM - Romil Ramgaria Barc: Yes ok  
 1/16/20, 1:28 PM - PDG&@: India TV number 4? And republic no 5?  
 1/16/20, 1:28 PM - PDG&@: 8Y"  
 1/16/20, 1:28 PM - Romil Ramgaria Barc: Yes sir  
 1/16/20, 1:28 PM - Romil Ramgaria Barc: Was waiting for your exit  
 1/16/20, 1:28 PM - PDG&@: Hahahaha  
 1/16/20, 1:28 PM - Romil Ramgaria Barc: Republic is no 5 since 2 weeks  
 1/16/20, 1:28 PM - Romil Ramgaria Barc: 8Y"  
 1/16/20, 1:29 PM - PDG&@: Oh didn't notice  
 1/16/20, 1:29 PM - PDG&@: ABP miffed?  
 1/16/20, 1:29 PM - Romil Ramgaria Barc: Yes - also on the notice  
 1/16/20, 1:29 PM - PDG&@: Now also with your vigilance notice?  
 1/16/20, 1:29 PM - PDG&@: 8Y" 8Y"  
 1/16/20, 1:29 PM - PDG&@: When is india tv?  
 1/16/20, 1:30 PM - PDG&@: I think avinash got over confident with us saying that only aaj tak and abp never went thru cuts  
 1/16/20, 1:30 PM - PDG&@: Serves him right  
 1/16/20, 1:40 PM - Romil Ramgaria Barc: Yeah. He called today morning 8Y"  
 1/16/20, 1:44 PM - PDG&@: ?  
 1/16/20, 1:44 PM - PDG&@: Sab harami  
 1/16/20, 1:48 PM - Romil Ramgaria Barc: Will let u know. It was suppose to go last week  
 1/16/20, 1:49 PM - PDG&@: Would love to see the reaction 8Y" 8Y"  
 1/16/20, 1:49 PM - PDG&@: Pleasure  
 1/16/20, 1:49 PM - PDG&@: I had got stopped by Nakul and Shashi  
 1/16/20, 1:50 PM - PDG&@: Good that Sunil didn't consult  
 1/16/20, 2:07 PM - Romil Ramgaria Barc: Yeah  
 1/20/20, 4:04 PM - PDG&@: This Sid Mukherjee has left ad factors  
 1/20/20, 4:04 PM - PDG&@: I think our judgement was right  
 1/20/20, 4:05 PM - Romil Ramgaria Barc: Yes  
 1/20/20, 5:46 PM - PDG&@: No hurry but call when free and alone  
 1/20/20, 5:47 PM - PDG&@: Was speaking to basil today  
 1/20/20, 6:25 PM - Romil Ramgaria Barc: <Media omitted>  
 1/20/20, 6:28 PM - PDG&@: Good response  
 1/20/20, 6:28 PM - PDG&@: Behaving like an asshole

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Chat With Romil Ramgaria

1/20/20, 9:16 PM - Romil Ramgaria Barc: Absolutely  
1/22/20, 6:12 PM - Romil Ramgaria Barc: Madhavan nominated - not Kevin - which is good  
1/22/20, 6:12 PM - PDG@: Yes good for barc  
1/22/20, 6:12 PM - PDG@: I met him yesterday  
1/22/20, 6:13 PM - PDG@: He may carry the same agenda for barc  
1/22/20, 6:13 PM - Romil Ramgaria Barc: Ok - what we he saying  
1/22/20, 6:13 PM - PDG@: Too much we are paying etc  
1/22/20, 6:13 PM - Romil Ramgaria Barc: Which is NO digital - and curse TV  
1/22/20, 6:13 PM - PDG@: He is fully updated on 4c  
1/22/20, 6:13 PM - PDG@: Yes correct  
1/22/20, 6:13 PM - Romil Ramgaria Barc: 8Y-5  
1/22/20, 6:14 PM - PDG@: As usual separation of roles with uday and him  
1/22/20, 6:14 PM - PDG@: So maybe not much will change once he sits there  
1/22/20, 6:14 PM - Romil Ramgaria Barc: Yes - but thankfully he is there on IBF board  
1/22/20, 6:14 PM - Romil Ramgaria Barc: Yes that's true  
1/22/20, 6:14 PM - PDG@: Yes that's a big positive  
1/22/20, 6:15 PM - PDG@: He won't be able to say i didn't know  
1/22/20, 6:15 PM - PDG@: But i dont think the larger agenda will change  
1/22/20, 6:15 PM - Romil Ramgaria Barc: Yes agree. That won't change anyways  
1/22/20, 6:15 PM - Romil Ramgaria Barc: They want to have their own measurement  
1/22/20, 6:15 PM - Romil Ramgaria Barc: 4C Is just first step  
1/22/20, 6:16 PM - PDG@: I was hoping it to have some change with mentor and disciple being where they are  
1/22/20, 6:16 PM - PDG@: Yes  
1/22/20, 6:16 PM - Romil Ramgaria Barc: Nothing - everyone have to fall in line with uday  
1/22/20, 6:16 PM - PDG@: And honestly if I were in their position I would have done the same  
1/22/20, 6:16 PM - PDG@: If advertisers are suckers and other broadcasters have no spine then why not  
1/22/20, 6:17 PM - Romil Ramgaria Barc: Yes  
1/22/20, 6:17 PM - PDG@: Unless he himself has a bad year  
1/22/20, 6:17 PM - PDG@: My prediction is hotstar is getting shafted much to Udays dislike  
1/22/20, 6:17 PM - PDG@: By Disney  
1/22/20, 6:18 PM - Romil Ramgaria Barc: Hmm  
1/22/20, 6:18 PM - PDG@: Kevin coming would have pulled down the stature of the board further  
1/22/20, 6:20 PM - Romil Ramgaria Barc: Yes absolutely  
1/22/20, 6:20 PM - Romil Ramgaria Barc: And would have made PG etc to think about exiting  
1/22/20, 6:20 PM - Romil Ramgaria Barc: But everyone will curse it to keep it under pressure knowing very well the importance of it  
1/22/20, 6:20 PM - Romil Ramgaria Barc: The game plan across all countries  
1/22/20, 6:21 PM - PDG@: Yes absolutely  
1/22/20, 6:27 PM - PDG@: But i doubt in other countries board members get so ops oriented and aggressive - they do not contribute at all strategically here - all initiatives were ours  
1/22/20, 6:27 PM - PDG@: E.g derisking revenues  
1/22/20, 6:50 PM - Romil Ramgaria Barc: Yes absolutely. Else we would have been in bad stage  
1/22/20, 6:50 PM - Romil Ramgaria Barc: State

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## Chat With Romil Ramgaria

1/22/20, 6:50 PM - Romil Ramgaria Barc: The kolkata and Guwahati roadshows went off very well - superb attendance

1/22/20, 7:01 PM - PDGÂ@: Saw some pics - wonderful

1/22/20, 7:02 PM - PDGÂ@: Also noted the change of uniformøŸ~„øŸ~„

1/22/20, 7:02 PM - PDGÂ@: Good - something's has to change

1/22/20, 7:11 PM - Romil Ramgaria Barc: Yup - I had to borrow ties øŸ~šøŸ™~

1/22/20, 7:15 PM - PDGÂ@: øŸ~šøŸ~š

1/22/20, 7:16 PM - PDGÂ@: Do you remember one of our old discussion on this

1/22/20, 7:16 PM - PDGÂ@: You met this lady - forgetting her name from Viacom

1/22/20, 7:16 PM - PDGÂ@: She told you - partho is very different from LV - LV was consultant types wore suits

1/22/20, 7:17 PM - PDGÂ@: That day i decided i will project Just the oppositeøŸ~„

1/22/20, 7:17 PM - PDGÂ@: I told you too i think

1/22/20, 7:17 PM - Romil Ramgaria Barc: øŸ~šøŸ~šøŸ~š

1/22/20, 7:17 PM - Romil Ramgaria Barc: Yes

1/22/20, 7:17 PM - Romil Ramgaria Barc: We chatted about this

1/22/20, 7:17 PM - PDGÂ@: øŸ~„øŸ~„

1/22/20, 7:17 PM - Romil Ramgaria Barc: And how we didnâ€™t want to fall in the same trap

1/22/20, 7:17 PM - PDGÂ@: So now the swing again 180 deg

1/22/20, 7:17 PM - Romil Ramgaria Barc: But we have

1/22/20, 7:18 PM - PDGÂ@: Hehe yes

1/22/20, 7:18 PM - PDGÂ@: But change is good

1/22/20, 7:18 PM - PDGÂ@: However without digital i dont see a future

1/22/20, 7:19 PM - PDGÂ@: Told this three years back and maintain the same

1/22/20, 7:19 PM - Romil Ramgaria Barc: Yes completely agree -

1/22/20, 7:19 PM - Romil Ramgaria Barc: We will be irrelevant

1/22/20, 7:19 PM - PDGÂ@: Yes

1/22/20, 7:19 PM - PDGÂ@: Sunil has to make that happen

1/23/20, 5:06 PM - PDGÂ@: Will you be attending DSK party this eve ?

1/23/20, 5:06 PM - Romil Ramgaria Barc: No boss - skipping it

1/23/20, 5:07 PM - Romil Ramgaria Barc: Just messaged Anand

1/23/20, 5:07 PM - PDGÂ@: øŸ~š

1/23/20, 5:07 PM - PDGÂ@: Gets very boring

1/23/20, 5:07 PM - PDGÂ@: If you don't know people

1/23/20, 5:07 PM - PDGÂ@: Sunil?.any idea

1/23/20, 5:07 PM - Romil Ramgaria Barc: Yes

1/23/20, 5:07 PM - Romil Ramgaria Barc: Sunil and rajni I think may attend

1/23/20, 5:07 PM - PDGÂ@: Hmmm

1/23/20, 5:08 PM - PDGÂ@: Have you got the org design changed?

1/23/20, 5:08 PM - PDGÂ@: Imp for you

1/23/20, 5:08 PM - PDGÂ@: Had a small chat with nakul

1/23/20, 5:08 PM - Romil Ramgaria Barc: Yes getting that - moving out most of the functions

1/23/20, 5:08 PM - PDGÂ@: Best to let them face market

1/23/20, 5:08 PM - PDGÂ@: Good for you

1/23/20, 5:08 PM - Romil Ramgaria Barc: MA audit LEGAL

1/23/20, 5:08 PM - PDGÂ@: Meanwhile look for a good break

1/23/20, 5:08 PM - PDGÂ@: Good

1/23/20, 5:08 PM - Romil Ramgaria Barc: Yes

1/23/20, 5:09 PM - PDGÂ@: Viacom?

1/23/20, 5:09 PM - Romil Ramgaria Barc: MA moving to Derrick

1/23/20, 5:09 PM - PDGÂ@: Good

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Chat With Romil Ramgaria

1/23/20, 5:09 PM - Romil Ramgaria Barc: Audit legal to rahul  
 1/23/20, 5:09 PM - PDG&@: Let him face Market too  
 1/23/20, 5:09 PM - Romil Ramgaria Barc: Yes  
 1/23/20, 5:09 PM - PDG&@: So good old Research function  
 1/23/20, 5:09 PM - Romil Ramgaria Barc: Easy to say apply rules -  
 1/23/20, 5:09 PM - PDG&@: Prady and mubin and Paritosh?  
 1/23/20, 5:09 PM - Romil Ramgaria Barc: Difficult to apply  
 1/23/20, 5:10 PM - PDG&@: Yes very easy  
 1/23/20, 5:10 PM - PDG&@: And to face Market with theoretical approach  
 1/23/20, 5:10 PM - PDG&@: So just lie low and move out  
 1/23/20, 5:10 PM - PDG&@: 2 years i give this dispensation if digital doesn't happen  
 1/23/20, 5:10 PM - Romil Ramgaria Barc: Prady off on negotiations - he was saying I can give only 3 days 0Y-5  
 1/23/20, 5:10 PM - Romil Ramgaria Barc: Mubin - nothing heard  
 1/23/20, 5:11 PM - PDG&@: Huh  
 1/23/20, 5:11 PM - Romil Ramgaria Barc: Paritosh - will happen for a small value  
 1/23/20, 5:11 PM - Romil Ramgaria Barc: I have highlighted about conflict with ABP and also with discom I  
 1/23/20, 5:11 PM - PDG&@: I am shocked with Nakul and PTs bounty  
 1/23/20, 5:11 PM - PDG&@: Yes that too  
 1/23/20, 5:11 PM - PDG&@: Sunil is thinking he will buy silence  
 1/23/20, 5:11 PM - Romil Ramgaria Barc: Digital news will happen - however will be another can of worms  
 1/23/20, 5:12 PM - Romil Ramgaria Barc: Yes - but temporary  
 1/23/20, 5:12 PM - PDG&@: But this guy makes working difficult with his theoretical ways  
 1/23/20, 5:12 PM - Romil Ramgaria Barc: Yes crazy - don't know what he and PG will finally agree  
 1/23/20, 5:12 PM - PDG&@: Won't be currency without hotstar, jio and YouTube  
 1/23/20, 5:13 PM - PDG&@: Big hole there  
 1/23/20, 5:13 PM - Romil Ramgaria Barc: YT - we may  
 1/23/20, 5:13 PM - Romil Ramgaria Barc: And that's the largest  
 1/23/20, 5:13 PM - PDG&@: Their data  
 1/23/20, 5:13 PM - Romil Ramgaria Barc: Through vidooly  
 1/23/20, 5:13 PM - PDG&@: To be integrated?  
 1/23/20, 5:13 PM - PDG&@: Ah ok  
 1/23/20, 5:13 PM - PDG&@: See if Board agrees  
 1/23/20, 5:14 PM - PDG&@: Has sunil taken a call on primaview with digital  
 1/23/20, 5:14 PM - Romil Ramgaria Barc: Yeah - but since it's news they will - as long as these guys are ok  
 1/23/20, 5:14 PM - PDG&@: That will show if he can go ahead  
 1/23/20, 5:14 PM - Romil Ramgaria Barc: Don't think we will shut down  
 1/23/20, 5:14 PM - Romil Ramgaria Barc: Announcing in all roadshows about phases and future of that  
 1/23/20, 5:14 PM - Romil Ramgaria Barc: So will stick for some time  
 1/23/20, 5:14 PM - PDG&@: That's good  
 1/23/20, 5:15 PM - PDG&@: But i have seen him changing stand - so let's see - if he rolls out digital thru these back doors it's good for BARC  
 1/23/20, 5:15 PM - PDG&@: Then a few more years it will get  
 1/23/20, 5:16 PM - PDG&@: Star pays us total 75 lacs?  
 1/23/20, 5:16 PM - PDG&@: Crores  
 1/23/20, 5:17 PM - PDG&@: Next zee 35?

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Chat With Romil Ramgaria

1/23/20, 5:58 PM - PDG&: Is there any document detailing Vidoolys methodology?  
 1/23/20, 7:18 PM - Romil Ramgaria Barc: Yes  
 1/23/20, 7:18 PM - Romil Ramgaria Barc: Zee would be next  
 1/23/20, 7:19 PM - Romil Ramgaria Barc: Not seen. Will check  
 1/24/20, 9:15 AM - PDG&: <Media omitted>  
 1/24/20, 9:15 AM - PDG&: Has india tv started jumping?  
 1/24/20, 10:18 AM - Romil Ramgaria Barc: Not really  
 1/24/20, 10:20 AM - PDG&: Surprising  
 1/24/20, 10:20 AM - PDG&: Maybe waiting for some time - they have plans to increase reach numbers  
 1/24/20, 10:21 AM - Romil Ramgaria Barc: oY~S  
 1/24/20, 10:21 AM - PDG&: When is the new algorithm expected to hit  
 1/24/20, 10:21 AM - Romil Ramgaria Barc: March or so - but that is more landing page lead  
 1/24/20, 10:22 AM - Romil Ramgaria Barc: Don&e't think India TV will spend on LP  
 1/24/20, 10:22 AM - PDG&: No their forte is tampering  
 1/24/20, 10:22 AM - PDG&: Once you go that route very difficult to come back  
 1/24/20, 10:22 AM - Romil Ramgaria Barc: Yes true  
 1/24/20, 10:22 AM - PDG&: Since the operators will say spend money or else we will pull you down  
 1/24/20, 10:28 AM - Romil Ramgaria Barc: Yes - it&e'ms a trap  
 1/27/20, 1:22 PM - Romil Ramgaria Barc: sunil wants MA to be with me only -  
 1/27/20, 1:22 PM - PDG&: oY~S  
 1/27/20, 1:22 PM - Romil Ramgaria Barc: am asking it to be moved out - tables turn oY~S  
 1/27/20, 1:22 PM - PDG&: oY~S oY~S  
 1/27/20, 1:22 PM - PDG&: Yes would have been better for you - without ma  
 1/27/20, 1:23 PM - PDG&: But sunil would have realised now that Market side and production has to be aligned  
 1/27/20, 1:23 PM - PDG&: What happens to nakuls objections on this  
 1/27/20, 1:23 PM - PDG&: oY~S  
 1/27/20, 1:24 PM - Romil Ramgaria Barc: i have a feeling that nakul is now confident that it is fully process lead - last week he was the one defending MA process with sunil on ATS controls  
 1/27/20, 1:24 PM - Romil Ramgaria Barc: sunil wanted all of it to let go  
 1/27/20, 1:24 PM - Romil Ramgaria Barc: nakul defended that process is fine and it should continue oY~S  
 1/27/20, 1:24 PM - PDG&: This is pro Star  
 1/27/20, 1:24 PM - PDG&: Now this is pro Zee  
 1/27/20, 1:25 PM - PDG&: So there lies the origins of these views  
 1/27/20, 1:25 PM - Romil Ramgaria Barc: but nakul won't align to zee  
 1/27/20, 1:25 PM - Romil Ramgaria Barc: so far he is been quite neutral  
 1/27/20, 1:25 PM - PDG&: Zee changing stand because Star and don't does landing  
 1/27/20, 1:25 PM - PDG&: He is - gratitude for 25 lacs a month oY~S  
 1/27/20, 1:26 PM - PDG&: Star and Sony  
 1/27/20, 1:26 PM - Romil Ramgaria Barc: yes  
 1/27/20, 1:26 PM - Romil Ramgaria Barc: they are pushing hard  
 1/27/20, 1:26 PM - PDG&: Reversal of Punits stand  
 1/27/20, 1:27 PM - PDG&: Based on situation oY~S  
 1/27/20, 1:27 PM - Romil Ramgaria Barc: absolutely -  
 1/27/20, 1:28 PM - Romil Ramgaria Barc: also trying hard to change things but finding difficult - i am supporting him fully - but he realises that too much change will break the process flow  
 1/27/20, 1:28 PM - Romil Ramgaria Barc: i meant sunil

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## Chat With Romil Ramgaria

1/27/20, 1:28 PM - PDG@: Hmmm  
 1/27/20, 1:28 PM - PDG@: What changes  
 1/27/20, 1:29 PM - PDG@: In process?  
 1/27/20, 1:29 PM - Romil Ramgaria Barc: in partnerships - to get new people - to optically show a redesign i guess  
 1/27/20, 1:29 PM - Romil Ramgaria Barc: praddy, paritosh etc  
 1/27/20, 1:29 PM - PDG@: That could be good  
 1/27/20, 1:29 PM - PDG@: Useless  
 1/27/20, 1:29 PM - Romil Ramgaria Barc: have told him - cannot hire paritosh directly - will be conflict with discom  
 1/27/20, 1:29 PM - PDG@: Yes  
 1/27/20, 1:30 PM - Romil Ramgaria Barc: but figuring out a via route  
 1/27/20, 1:30 PM - PDG@: Also ABP?  
 1/27/20, 1:30 PM - PDG@: Isn't he still advising them?  
 1/27/20, 1:30 PM - Romil Ramgaria Barc: the problem is to get these guys to work and add value  
 1/27/20, 1:30 PM - Romil Ramgaria Barc: which will not be easy  
 1/27/20, 1:30 PM - Romil Ramgaria Barc: he is advising ABP  
 1/27/20, 1:30 PM - PDG@: They will only give gyan  
 1/27/20, 1:30 PM - PDG@: Then he can't be inside barc  
 1/27/20, 1:31 PM - PDG@: Even Discom can be challenged  
 1/27/20, 1:31 PM - PDG@: Now that ABP is also in tampering game  
 1/27/20, 1:31 PM - PDG@: No reaction from ABP and india tv on notice?  
 1/27/20, 1:32 PM - Romil Ramgaria Barc: ABP is super stresses  
 1/27/20, 1:32 PM - Romil Ramgaria Barc: India TV haven't gone out yet  
 1/27/20, 1:32 PM - Romil Ramgaria Barc: data basis finding it difficult -  
 1/27/20, 1:33 PM - Romil Ramgaria Barc: since in data we only see R1 which has been since some time  
 1/27/20, 1:33 PM - Romil Ramgaria Barc: finding out some other logic to send them  
 1/27/20, 1:33 PM - PDG@: Hmmm  
 1/27/20, 1:33 PM - PDG@: But videos there?  
 1/27/20, 1:33 PM - Romil Ramgaria Barc: We are not using videos any  
 1/27/20, 1:33 PM - Romil Ramgaria Barc: Only data based in discom  
 1/27/20, 1:33 PM - PDG@: Yes that's what  
 1/27/20, 1:34 PM - PDG@: If data is not showing strongly then you cant  
 1/27/20, 1:34 PM - PDG@: ABP is backed by strong data?  
 1/27/20, 1:54 PM - PDG@: Biggest change he can bring about and what he could be remembered for is - digital  
 1/27/20, 1:54 PM - PDG@: Marginal changes in partnership could be good but won't leave a mark  
 1/27/20, 1:54 PM - Romil Ramgaria Barc: yes  
 1/27/20, 1:54 PM - Romil Ramgaria Barc: yes agree  
 1/27/20, 1:55 PM - Romil Ramgaria Barc: yes absolutely  
 1/27/20, 1:55 PM - Romil Ramgaria Barc: its his birthday today  
 1/27/20, 1:55 PM - PDG@: Think about it - Paritosh should abstain and no documents on the case should go to him typically  
 1/27/20, 1:55 PM - PDG@: Yes wished Last night  
 1/27/20, 1:56 PM - PDG@: Prady and Paritosh won't be good additions to partnerships  
 1/27/20, 1:56 PM - Romil Ramgaria Barc: paritosh actually abstained on his own -  
 1/27/20, 1:56 PM - PDG@: Neither understands sales and Paritosh is too theoretical - will piss off people  
 1/27/20, 1:57 PM - PDG@: That's good

Romil Ramgaria Barc  
 PDG@  
 ABP  
 Paritosh



## Chat With Romil Ramgaria

1/27/20, 1:57 PM - PDG@: Shameful for ABP  
 1/27/20, 1:57 PM - Romil Ramgaria Barc: absolutely  
 1/27/20, 1:57 PM - PDG@: Avinash should go crying to his mentor 8Y~„8Y~„  
 1/27/20, 1:57 PM - Romil Ramgaria Barc: paritosh is not paritosh - more for papers and internal education  
 1/27/20, 1:58 PM - PDG@: Hmmm  
 1/27/20, 1:58 PM - PDG@: Basically some money to keep his mouth shut 8Y~„8Y~„  
 1/27/20, 1:59 PM - PDG@: 8Y~Š  
 1/27/20, 1:59 PM - Romil Ramgaria Barc: i think also must be help that shashi wanted to do  
 1/27/20, 1:59 PM - Romil Ramgaria Barc: post the home call  
 1/27/20, 1:59 PM - PDG@: Will check with shashi  
 1/27/20, 1:59 PM - PDG@: But that was sometime back  
 1/27/20, 2:00 PM - Romil Ramgaria Barc: hrm - but this is also going for a month  
 1/27/20, 2:00 PM - PDG@: Around when we rogered him for OC  
 1/27/20, 2:00 PM - Romil Ramgaria Barc: so if it was much before, then may not be  
 1/27/20, 2:00 PM - Romil Ramgaria Barc: may be PG pushing then  
 1/27/20, 2:00 PM - PDG@: That is possible  
 1/27/20, 2:00 PM - PDG@: All these guys were shy of asking me for such things 8Y~Š  
 1/27/20, 2:01 PM - PDG@: Knowing. I have full background on these  
 1/27/20, 2:01 PM - Romil Ramgaria Barc: yeah - and also knowing they won't survive in such environment  
 1/27/20, 2:01 PM - PDG@: Yes  
 1/27/20, 2:01 PM - Romil Ramgaria Barc: but now can - 1 year will be a free ride  
 1/27/20, 2:01 PM - Romil Ramgaria Barc: before people realise they are of no use  
 1/27/20, 2:02 PM - Romil Ramgaria Barc: you know this guy sanjay puthli  
 1/27/20, 2:02 PM - PDG@: Even uday could never tell me clearly that ask Romil to go - he would say - isn't he a zee person ? Etc  
 1/27/20, 2:02 PM - PDG@: With Sunil he is blunt  
 1/27/20, 2:02 PM - PDG@: Yes  
 1/27/20, 2:02 PM - PDG@: Familiar  
 1/27/20, 2:02 PM - Romil Ramgaria Barc: 8Y~Š  
 1/27/20, 2:02 PM - PDG@: Where was he  
 1/27/20, 2:03 PM - Romil Ramgaria Barc: has been in media for some time  
 1/27/20, 2:03 PM - Romil Ramgaria Barc: MTV networks and somewhere else also  
 1/27/20, 2:03 PM - PDG@: Yes familiar nw  
 1/27/20, 2:03 PM - PDG@: Yes worked with Sunil maybe  
 1/27/20, 2:03 PM - PDG@: He tried to get him to times - didn't work  
 1/27/20, 2:04 PM - Romil Ramgaria Barc: he is trying to get him here  
 1/27/20, 2:04 PM - Romil Ramgaria Barc: as a sales consultant  
 1/27/20, 2:04 PM - PDG@: Hmmm one of his old associates  
 1/27/20, 2:04 PM - Romil Ramgaria Barc: i am meeting him tomorrow  
 1/27/20, 2:04 PM - PDG@: 8Y~Š  
 1/27/20, 2:04 PM - PDG@: See if he gets amitabh Shrivastava  
 1/27/20, 2:05 PM - PDG@: For disti consultant  
 1/27/20, 2:05 PM - PDG@: All his guys  
 1/27/20, 2:05 PM - Romil Ramgaria Barc: 8Y~Š  
 1/27/20, 2:08 PM - PDG@: He will be out of touch i feel  
 1/27/20, 2:08 PM - Romil Ramgaria Barc: completely  
 1/27/20, 2:09 PM - PDG@: Have you guys written to Indonesia and Bangladesh?  
 1/27/20, 2:12 PM - Romil Ramgaria Barc: Not yet sir. By Wednesday

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## Chat With Romil Ramgaria

1/27/20, 2:16 PM - PDGÂ©: Ok  
 1/27/20, 2:16 PM - PDGÂ©: If they call - redirect to you know whoðŸ™„  
 1/27/20, 2:16 PM - Romil Ramgaria Barc: Yes absolutely  
 1/29/20, 10:29 AM - Romil Ramgaria Barc:  
<https://bestmediainfo.com/2020/01/commentary-were-arnab-goswami-s-republic-channels-favoured-by-barc-s-former-ceo-partho-dasgupta/>  
 1/29/20, 10:29 AM - Romil Ramgaria Barc: Bad headline but good story  
 1/29/20, 10:33 AM - PDGÂ©: Oh  
 1/29/20, 10:36 AM - PDGÂ©: Hmmm  
 1/29/20, 10:36 AM - Romil Ramgaria Barc: He didnâ€™t chat with you  
 1/29/20, 10:37 AM - PDGÂ©: Briefly two three days back  
 1/29/20, 10:37 AM - PDGÂ©: Think he is trying to cash on the Arnab contextuality yesterday Today  
 1/29/20, 10:37 AM - Romil Ramgaria Barc: ðŸ™Š  
 1/29/20, 10:38 AM - PDGÂ©: Doesn't affect me nowadays  
 1/29/20, 10:38 AM - PDGÂ©: Yes i keep an eye and try to be aware  
 1/29/20, 10:38 AM - Romil Ramgaria Barc: Yes agreed  
 1/29/20, 6:35 PM - PDGÂ©: This girl you met yesterday from Republic - for an interview  
 1/29/20, 6:35 PM - PDGÂ©: Is my niece  
 1/29/20, 6:35 PM - PDGÂ©: ðŸ™Š  
 1/29/20, 6:37 PM - Romil Ramgaria Barc: Yeah I know. And stays in blossom only ðŸ™Š  
 1/29/20, 6:37 PM - PDGÂ©: ðŸ™Š  
 1/29/20, 6:39 PM - PDGÂ©: You guys are looking at her for Vivek's group? I thought you were recruiting for Venkat  
 1/29/20, 6:46 PM - Romil Ramgaria Barc: Yes viveks group  
 1/29/20, 6:47 PM - PDGÂ©: Kuch hoga udhar?  
 1/29/20, 6:47 PM - PDGÂ©: Do you think sunil will push to launch primaview Digital or other Digital?  
 1/29/20, 6:47 PM - Romil Ramgaria Barc: Yes - we will move ahead. Have told Ankita sir to close  
 1/29/20, 6:47 PM - Romil Ramgaria Barc: Yes - we are forming a sub committee for news with the news guys  
 1/29/20, 6:47 PM - Romil Ramgaria Barc: Also will launch PV with digital  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: Monies are a problem though  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: No one willing to pay for the small sub set  
 1/29/20, 6:48 PM - PDGÂ©: But news without jio, yt and hotstar - isn't it?  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: But will have to pitch it will  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: Well  
 1/29/20, 6:48 PM - PDGÂ©: Hmmm  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: Without JIO and HD  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: Hotstar  
 1/29/20, 6:48 PM - Romil Ramgaria Barc: YT will hopefully happen  
 1/29/20, 6:48 PM - PDGÂ©: Hmmm  
 1/29/20, 6:50 PM - PDGÂ©: Does it go to Sunil?  
 1/29/20, 6:50 PM - PDGÂ©: In new dispensation?  
 1/29/20, 6:50 PM - Romil Ramgaria Barc: No it doesnâ€™t. He just interview DR and plus one  
 1/29/20, 6:50 PM - Romil Ramgaria Barc: But in this case we will FYI him  
 1/29/20, 6:51 PM - PDGÂ©: K  
 1/29/20, 6:51 PM - PDGÂ©: I didn't tell you before because i thought let her give a proper interview without you knowing

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## Chat With Romil Ramgaria

1/29/20, 6:52 PM - Romil Ramgaria Barc: Yes  
 1/29/20, 6:52 PM - PDG&O: ॐY~  
 1/29/20, 7:08 PM - PDG&O: Seems Viacom deal is really done  
 1/29/20, 7:19 PM - Romil Ramgaria Barc: Yes heard that.  
 1/29/20, 7:20 PM - Romil Ramgaria Barc: But till it&O's signed and announced - it&O's not done  
 1/29/20, 7:26 PM - PDG&O: Yes  
 1/29/20, 7:26 PM - PDG&O: So much change in the ecosystem  
 1/29/20, 7:26 PM - PDG&O: In just a couple of years  
 1/29/20, 7:26 PM - PDG&O: Starting with disney  
 1/29/20, 7:27 PM - PDG&O: I think Disney Plus is launching soon in india  
 1/29/20, 7:27 PM - PDG&O: Hotstar will just be for sports  
 1/29/20, 7:27 PM - PDG&O: That's why uday is not appointing anyone in hotstar and letting the chaos remain  
 1/29/20, 7:37 PM - PDG&O: I feel  
 1/29/20, 10:50 PM - Romil Ramgaria Barc: Hmmm - yes may be - and for the OTT May be Disney gets someone -  
 1/29/20, 10:51 PM - PDG&O: Possible  
 2/1/20, 4:49 PM - Romil Ramgaria Barc: Budget Update  
 All those who want a net gain of Rs 60000 and above watch Zee news and republic  
 All those who want to see that there is overall loss of 10-20000, watch India Today and Aaj tak  
 All those who want to see there is overall loss of 50000 , watch NDTV and ABP news  
 All those who are convinced its not going to make a difference of more than Rs 30.40, watch Netflix  
 2/1/20, 5:07 PM - PDG&O: ॐY~ „ॐY~ „  
 2/2/20, 2:46 PM - PDG&O: Shashi didn't ask for Paritosh  
 2/2/20, 2:46 PM - PDG&O: So it's punits mole in the system  
 2/2/20, 2:47 PM - Romil Ramgaria Barc: Hmmm. That&O's why mail also going to Pg to approve his terms  
 2/2/20, 3:24 PM - PDG&O: Kitna  
 2/2/20, 3:24 PM - PDG&O: How come sunil not in Punits party  
 2/2/20, 3:25 PM - PDG&O: Travelling?  
 2/2/20, 6:24 PM - Romil Ramgaria Barc: No - travelling tomorrow  
 2/2/20, 6:24 PM - Romil Ramgaria Barc: 2  
 2/2/20, 7:11 PM - Romil Ramgaria Barc: His running partner got hit by a car today and hence he spent most of the day in hospital - Guess didn&O't come because of that  
 2/2/20, 7:18 PM - PDG&O: Ah ok  
 2/2/20, 7:18 PM - PDG&O: 2lac pm?  
 2/2/20, 7:18 PM - Romil Ramgaria Barc: Yup  
 2/2/20, 7:19 PM - PDG&O: Hmmm  
 2/2/20, 7:19 PM - Romil Ramgaria Barc: 2 days per week  
 2/2/20, 7:19 PM - Romil Ramgaria Barc: Nakul is lower around 15. But still very high  
 2/2/20, 7:20 PM - PDG&O: 15 per month is quite high for what value he brings  
 2/2/20, 7:20 PM - Romil Ramgaria Barc: Absolutely  
 2/2/20, 7:20 PM - Romil Ramgaria Barc: And doesn&O't have much credibility in the broadcast ecosystem also  
 2/2/20, 7:21 PM - PDG&O: None beyond barc board  
 2/2/20, 7:21 PM - Romil Ramgaria Barc: Yup.  
 2/2/20, 7:21 PM - PDG&O: But you guys should totally point to them now for any doubts raised

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## Chat With Romil Ramgaria

2/2/20, 7:21 PM - PDG&: In a way good ऽय-ऽ  
 2/2/20, 7:22 PM - Romil Ramgaria Barc: Yes absolutely. It was needed as a shield specially during this LP change  
 2/2/20, 7:22 PM - Romil Ramgaria Barc: Whatever we do, have It will either hurt GEC or news  
 2/2/20, 7:22 PM - PDG&: Yes  
 2/2/20, 7:22 PM - PDG&: When is the LP change happening finally?  
 2/2/20, 7:23 PM - Romil Ramgaria Barc: Hopefully next month. But itâ€™s not going to be easy.  
 2/2/20, 7:23 PM - PDG&: True  
 2/2/20, 7:24 PM - PDG&: Board of Techcomm doesn't need to see?  
 2/2/20, 7:24 PM - Romil Ramgaria Barc: Have suggested Sunil to Show them also - not the rule but the concept  
 2/2/20, 7:24 PM - PDG&: Hmmm  
 2/4/20, 8:53 PM - PDG&: MCA orders inspection of Zee Entertainment's books

<http://www.moneycontrol.com/news/business/companies/mca-orders-inspection-of-zee-entertainments-books-4903391.html/amp>

Download the moneycontrol App: <http://m.moneycontrol.com/mom>

2/4/20, 9:03 PM - Romil Ramgaria Barc: Yeah read this. Sad  
 2/4/20, 9:05 PM - PDG&: Very  
 2/4/20, 9:06 PM - PDG&: That means they have burnt all bridges with the men in power  
 2/4/20, 9:15 PM - Romil Ramgaria Barc: Yeah  
 2/4/20, 9:15 PM - Romil Ramgaria Barc: There is a high cost pressure inside also  
 2/4/20, 9:15 PM - Romil Ramgaria Barc: I think they are cleaning up lot of last deeds - they did some in q3 but guess more skeletons left  
 2/4/20, 9:21 PM - PDG&: Yes Q3 numbers - i also thought so  
 2/4/20, 9:21 PM - PDG&: But these governance issues are past  
 2/4/20, 9:21 PM - Romil Ramgaria Barc: Yes  
 2/4/20, 9:22 PM - PDG&: I heard about some dirt on Oppenheimer deal too  
 2/4/20, 9:22 PM - Romil Ramgaria Barc: Hmm - dirt as in?  
 2/4/20, 9:23 PM - PDG&: Lot are surprised that with that large stake they have not insisted on a board seat  
 2/4/20, 9:23 PM - PDG&: Or being in committees  
 2/4/20, 9:24 PM - PDG&: People are talking about paybacks to the Singapore guy  
 2/4/20, 9:24 PM - Romil Ramgaria Barc: Hmmm - so seems to be a round about things  
 2/4/20, 9:24 PM - PDG&: Yes  
 2/4/20, 9:24 PM - PDG&: They call it "structured" deal  
 2/4/20, 9:24 PM - Romil Ramgaria Barc: ऽय-ऽ  
 2/4/20, 9:25 PM - PDG&: ऽय-ऽ  
 2/4/20, 9:25 PM - PDG&: Money May have gone to LP levels  
 2/4/20, 9:26 PM - Romil Ramgaria Barc: Yeah  
 2/4/20, 9:26 PM - PDG&: It's a trap they have dug into  
 2/4/20, 9:26 PM - Romil Ramgaria Barc: Catch up always happens  
 2/4/20, 9:27 PM - PDG&: Yes  
 2/4/20, 9:27 PM - Romil Ramgaria Barc: In kochi today - roadshow tomorrow  
 2/4/20, 9:27 PM - PDG&: ऽय-ऽ  
 2/4/20, 9:27 PM - Romil Ramgaria Barc: Mumbai roadshow on Friday -  
 2/4/20, 9:27 PM - Romil Ramgaria Barc: You coming ऽय-ऽ  
 2/4/20, 9:27 PM - PDG&: I thought chennai was today  
 2/4/20, 9:27 PM - PDG&: ऽय-ऽ

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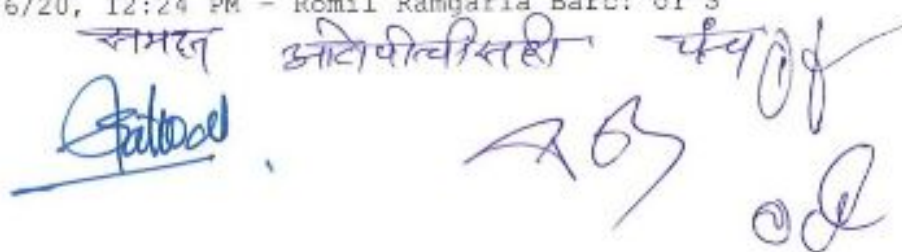


Chat With Romil Ramgaria

2/4/20, 9:27 PM - PDGÂ©: Enough  
 2/4/20, 9:27 PM - Romil Ramgaria Barc: Yes Chennai was today - we just reached kochi  
 2/4/20, 9:28 PM - Romil Ramgaria Barc: ðŸ˜ˆ, ðŸ˜ˆ, ðŸ˜ˆ,  
 2/4/20, 9:28 PM - PDGÂ©: Ok - saw tweets  
 2/4/20, 9:28 PM - PDGÂ©: ðŸ˜ˆ-ðŸ˜ˆ-ðŸ˜ˆ  
 2/4/20, 9:29 PM - PDGÂ©: In some time - maybe a year i may not know the latest - will make sense to go and hear then - i doubt will hear anything new now  
 2/4/20, 9:29 PM - PDGÂ©: I don't mind learning forever  
 2/4/20, 9:29 PM - PDGÂ©: ðŸ˜ˆ-ðŸ˜ˆ  
 2/4/20, 9:29 PM - Romil Ramgaria Barc: Yes - nothing new at all - in a year anything new is also tough ðŸ˜ˆ-ðŸ˜ˆ  
 2/4/20, 9:29 PM - Romil Ramgaria Barc: May be in mid 2021  
 2/4/20, 9:30 PM - PDGÂ©: Yes i think Nothing will change much  
 2/4/20, 9:30 PM - Romil Ramgaria Barc: Yeah  
 2/4/20, 9:30 PM - PDGÂ©: Govt may open up SRPD - let's see Sunil implementing it  
 2/4/20, 9:30 PM - PDGÂ©: And digital  
 2/4/20, 9:30 PM - PDGÂ©: Only two things that can change  
 2/4/20, 9:30 PM - Romil Ramgaria Barc: Yes - he is very keen to make digital happen  
 2/4/20, 9:30 PM - Romil Ramgaria Barc: Letâ€™s see -  
 2/4/20, 9:31 PM - PDGÂ©: But has he got clearances from his mentor?  
 2/4/20, 9:31 PM - PDGÂ©: That's where the hitch is  
 2/4/20, 9:31 PM - Romil Ramgaria Barc: Also he doesnâ€™t seem to on star side and take their stance atleast till now  
 2/4/20, 9:31 PM - Romil Ramgaria Barc: May be playing up - but till now thatâ€™s not the sense  
 2/4/20, 9:31 PM - PDGÂ©: He also knows he has to make digital happen to show people he has done something  
 2/4/20, 9:31 PM - PDGÂ©: ðŸ˜ˆ-ðŸ˜ˆ  
 2/4/20, 9:31 PM - Romil Ramgaria Barc: Yeah abaoljtey  
 2/4/20, 9:31 PM - Romil Ramgaria Barc: Absolutely  
 2/5/20, 11:57 AM - PDGÂ©: I may need some Kids genre data for a panel i am moderating  
 2/5/20, 11:58 AM - PDGÂ©: Things like growth/decline of kids genre over the years say 2015 onwards  
 2/5/20, 11:58 AM - PDGÂ©: Language wise trends  
 2/5/20, 11:58 AM - PDGÂ©: Within kids are there any particular genres that are doing well or worse  
 2/5/20, 11:59 AM - PDGÂ©: Pls let me know around when can i get this  
 2/5/20, 12:00 PM - Romil Ramgaria Barc: When is your session?  
 2/5/20, 12:00 PM - PDGÂ©: 19th i think  
 2/5/20, 12:01 PM - PDGÂ©: Checking and telling  
 2/5/20, 12:01 PM - Romil Ramgaria Barc: Ok. Will send it to you before 10/11 - works?  
 2/5/20, 12:01 PM - PDGÂ©: Yes 19th  
 2/5/20, 12:01 PM - PDGÂ©: Sure  
 2/6/20, 9:10 AM - PDGÂ©: ðŸ˜ˆ,

<http://www.mrweb.com/drnc/news29260.htm>

2/6/20, 12:23 PM - PDGÂ©: <Media omitted>  
 2/6/20, 12:23 PM - PDGÂ©: The original Skoda superb  
 2/6/20, 12:24 PM - Romil Ramgaria Barc: ðŸ˜ˆ-ðŸ˜ˆ

समस्त ऑटोप्रीविसरी फंक्शंस  




Chat With Romil Ramgaria

2/6/20, 12:24 PM - Romil Ramgaria Barc: looks much more classy  
 2/6/20, 12:24 PM - PDG@: 8Y~S  
 2/6/20, 12:24 PM - PDG@: At the auto show  
 2/6/20, 12:25 PM - PDG@: In delhi  
 2/6/20, 12:32 PM - Romil Ramgaria Barc: 8Y~.  
 2/7/20, 11:12 AM - PDG@: Sourcing for chipsets, memory etc may get difficult and expensive - with the China situation - if you need in next one year it may be prudent to get them now  
 2/7/20, 11:12 AM - PDG@: Just a suggestion  
 2/7/20, 11:14 AM - Romil Ramgaria Barc: Yes agree. Will look into this  
 2/8/20, 4:49 PM - PDG@: What's the story with Surya Prakash?  
 2/8/20, 4:50 PM - PDG@: Going?  
 2/8/20, 5:12 PM - Romil Ramgaria Barc: Clout seems to have went down in PMO and ministry  
 2/8/20, 5:12 PM - Romil Ramgaria Barc: He may be given another post but not in DD  
 2/8/20, 5:12 PM - PDG@: Vempatis clout?  
 2/8/20, 5:12 PM - Romil Ramgaria Barc: Also from prasar bharti rules perspective...don't think more than one extension is possible  
 2/8/20, 5:13 PM - PDG@: Hmmm  
 2/8/20, 5:14 PM - Romil Ramgaria Barc: Fairly good  
 2/8/20, 5:14 PM - PDG@: K  
 2/10/20, 4:42 PM - PDG@: Did you guys write to Indonesia and Bangladesh for a closure?  
 2/10/20, 4:42 PM - PDG@: Issue with Basil closed?  
 2/10/20, 4:50 PM - Romil Ramgaria Barc: Yes to both  
 2/10/20, 4:52 PM - PDG@: Ok  
 2/11/20, 10:43 AM - Romil Ramgaria Barc: <Media omitted>  
 2/11/20, 10:43 AM - Romil Ramgaria Barc: Let me know if you need any more info  
 2/11/20, 10:58 AM - PDG@: Will check  
 2/11/20, 10:58 AM - PDG@: I am moderating  
 2/13/20, 8:17 PM - PDG@: In BIONews these days you are giving intra week? One need not wait till Thursday?  
 2/13/20, 8:32 PM - Romil Ramgaria Barc: The NCT playout is on daily basis. However the viewership gets updated weekly only  
 2/13/20, 8:32 PM - PDG@: Sunil made some statement bsaying insights can be given - need not wait for a week  
 2/13/20, 8:33 PM - PDG@: 8Y~S  
 2/13/20, 8:33 PM - Romil Ramgaria Barc: You will get many such statements sir  
 2/13/20, 8:33 PM - PDG@: I thought some things have changed 8Y~S  
 2/13/20, 8:33 PM - PDG@: 8Y~ „8Y~“  
 2/13/20, 8:33 PM - PDG@: Doesn't know  
 2/13/20, 8:33 PM - PDG@: Or over claims  
 2/13/20, 8:33 PM - Romil Ramgaria Barc: Internally we struggle every day 8Y~S  
 2/13/20, 8:33 PM - PDG@: 8Y~S 8Y~S  
 2/13/20, 8:33 PM - Romil Ramgaria Barc: 8Y~.  
 2/14/20, 4:17 PM - Romil Ramgaria Barc: Sorry dialed by mistake  
 2/14/20, 4:17 PM - PDG@: No issues  
 2/15/20, 9:53 AM - Romil Ramgaria Barc: Watched loudest voice yesterday. It was awesome  
 2/15/20, 9:54 AM - Romil Ramgaria Barc: Actually I think fox allowed to use actual names and incidents because it was more about ailes then murdochs - the series didnâ€™t show murdochs in the wrong light at all

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### Chat With Romil Ramgaria

2/15/20, 10:24 AM - PDGÂ©: Yes but they would have had got permission from aisles family too  
2/15/20, 10:25 AM - Romil Ramgaria Barc: Yes  
2/15/20, 10:30 AM - PDGÂ©: There is a movie too - on the same thing - some tremendous cast called Bombshell - was in theatres Just few weeks back  
2/15/20, 10:31 AM - Romil Ramgaria Barc: Oh ok  
2/15/20, 10:31 AM - Romil Ramgaria Barc: Any other good series to watch  
2/15/20, 10:31 AM - PDGÂ©: LotsðŸˆŠ  
2/15/20, 10:31 AM - PDGÂ©: You have watched Spy? Fauda?  
2/15/20, 10:32 AM - Romil Ramgaria Barc: Fauda I started - but it didnâ€™t go beyond 1/2 episode  
2/15/20, 10:32 AM - Romil Ramgaria Barc: Spy didnâ€™t start  
2/15/20, 10:33 AM - PDGÂ©: Watch it's fantastic - also for people like us gives a perspective of Hamas and jew conflict something we have otherwise not been exposed to  
2/15/20, 10:33 AM - Romil Ramgaria Barc: Ok  
2/15/20, 10:35 AM - PDGÂ©: Even spy is fantastic - a true story  
2/15/20, 10:37 AM - Romil Ramgaria Barc: Ok. Will try either  
2/15/20, 6:33 PM - PDGÂ©: Is there any document on Vidoolys methodology?  
2/15/20, 6:37 PM - Romil Ramgaria Barc: Let me check  
2/15/20, 6:41 PM - PDGÂ©: <https://billharveyconsulting.com/>  
2/15/20, 6:41 PM - PDGÂ©: Watch out for this guy in your lives  
2/15/20, 6:41 PM - PDGÂ©: Will tell more when we meet  
2/18/20, 11:35 AM - PDGÂ©: On this - has revenues been growing in this genre in same proportion to viewership?  
2/18/20, 11:42 AM - PDGÂ©: Any other issues plaguing this segment?  
2/18/20, 11:46 AM - Romil Ramgaria Barc: Not really. Because of large co-viewing and restriction by food companies to advertise below 12 (recently HUL also took the pledge) its challenging  
2/18/20, 11:47 AM - PDGÂ©: Yes  
2/18/20, 11:47 AM - PDGÂ©: Any other issues?  
2/18/20, 12:51 PM - Romil Ramgaria Barc: Also behaviorally lot of kids are on YT. They are starting these days with the mobile screen and their life revolves around that - I donâ€™t have the statistics if YT contribution from kids is high but that can be another question you can ask  
2/18/20, 12:51 PM - PDGÂ©: Right good one missed this  
2/18/20, 12:52 PM - Romil Ramgaria Barc: Experience of 4 yr old Father ðŸˆŠ  
2/18/20, 12:53 PM - Romil Ramgaria Barc: She just doesnâ€™t allow us to watch TV - our TV time has significantly reduced in the last 3 years because of her  
2/18/20, 12:53 PM - PDGÂ©: ðŸˆŠ„ðŸˆŠ„  
2/21/20, 10:18 AM - PDGÂ©:  
<https://www.forbes.com/sites/bradadgate/2019/09/19/local-tv-is-moving-away-from-ratings/>  
2/21/20, 10:19 AM - PDGÂ©: Is this impressions same as what BARC follows  
2/21/20, 10:19 AM - PDGÂ©: US Nielsen is moving from rating points to impressions  
2/21/20, 10:21 AM - Romil Ramgaria Barc: Yes itâ€™s the same  
2/21/20, 10:21 AM - PDGÂ©: We thought about it way earlierðŸˆŠ„  
2/21/20, 10:22 AM - Romil Ramgaria Barc: Nielsen also gives it. Itâ€™s just that local stations now wants to move from CPRP to CPT trading  
2/21/20, 10:23 AM - PDGÂ©: But this T is based on reach or impressions  
2/21/20, 10:23 AM - Romil Ramgaria Barc: How was your moderating session  
2/21/20, 10:24 AM - Romil Ramgaria Barc: Impressions at 1 min is equivalent to reach

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Chat With Romil Ramgaria

2/21/20, 10:24 AM - PDGÂ©: Went well I guess - your boys were there - Rushabh, omkar and harshita  
2/21/20, 10:24 AM - Romil Ramgaria Barc: Yeah - rushab was also presenting  
2/21/20, 10:24 AM - PDGÂ©: Yes but which do they use  
2/21/20, 10:24 AM - Romil Ramgaria Barc: 1 min only. We are unique to use 30 min impressions  
2/21/20, 10:24 AM - PDGÂ©: Impressions at 30 min like we do or at one min  
2/21/20, 10:24 AM - PDGÂ©: Ok  
2/21/20, 10:25 AM - Romil Ramgaria Barc: Because of our dramas  
2/21/20, 10:25 AM - PDGÂ©: Man minutes is impressions at one min  
2/21/20, 10:25 AM - PDGÂ©: Yes  
2/21/20, 10:25 AM - Romil Ramgaria Barc: Yes  
2/21/20, 10:25 AM - Romil Ramgaria Barc: Viewing minutes ðŸˆŠ  
2/21/20, 10:26 AM - PDGÂ©: Apparently Sanjay Gupta is pushing team to re initiate discussion with barc and saying why content is necessaryðŸˆŠ,,  
2/21/20, 10:26 AM - PDGÂ©: Yes sorry  
2/21/20, 10:26 AM - Romil Ramgaria Barc: ðŸˆŠðŸˆŠ yeah  
2/21/20, 10:27 AM - PDGÂ©: ðŸˆŠðŸˆŠ  
2/21/20, 10:29 AM - PDGÂ©: Are broadcasters in any mood to restart those conversations again?  
2/21/20, 10:56 AM - Romil Ramgaria Barc: Will not be a easy ride - till the times itâ€™s not rolled out, nothing is certain  
2/21/20, 11:19 AM - PDGÂ©: Hmmm  
2/25/20, 4:09 PM - PDGÂ©: Did Nakul again tell sunil not to move against India TV?  
2/25/20, 4:10 PM - PDGÂ©: As in was it approved by OC? Does it fall under their scope  
2/27/20, 11:38 AM - PDGÂ©: Will call around 1230 - ok?  
3/3/20, 2:42 PM - PDGÂ©: Do you have Karan Bedi s email and number - MX Player?  
3/3/20, 3:03 PM - PDGÂ©: Karan Bedi Times.vcf (file attached)  
3/3/20, 3:03 PM - PDGÂ©: Got this  
3/3/20, 3:03 PM - PDGÂ©: Is that right?  
3/3/20, 3:20 PM - Romil Ramgaria Barc: Yes - but this doesnâ€™t have his email ID  
3/3/20, 3:21 PM - PDGÂ©: Number is right?  
3/3/20, 3:22 PM - Romil Ramgaria Barc: Yes  
3/3/20, 3:22 PM - Romil Ramgaria Barc: Karan.bedi@mxplayer.in  
3/5/20, 5:05 PM - PDGÂ©: So india tv rising graduallyðŸˆŠ  
3/5/20, 5:12 PM - Romil Ramgaria Barc: Yup - good content ðŸˆŠðŸˆŠðŸˆŠ  
3/5/20, 5:12 PM - PDGÂ©: ðŸˆŠ,,ðŸˆŠ,,  
3/5/20, 9:01 PM - PDGÂ©: Long chat with Nakul the other day - he kept on talking and talking - first small part on Goafest and then long on barc  
3/5/20, 9:02 PM - PDGÂ©: I wonder what's the credibility of this OC  
3/5/20, 9:23 PM - Romil Ramgaria Barc: Ha ha  
3/5/20, 9:24 PM - Romil Ramgaria Barc: What was he saying about Barc  
3/5/20, 9:24 PM - PDGÂ©: Will chat - on Derrick Praveen etc  
3/5/20, 9:24 PM - PDGÂ©: New rules  
3/5/20, 9:25 PM - PDGÂ©: Apparently on landing we were clean but otherwise not  
3/5/20, 9:25 PM - PDGÂ©: Whatever  
3/5/20, 9:25 PM - PDGÂ©: Also heard from other sources about gauravjeet spat with sunil  
3/5/20, 9:25 PM - Romil Ramgaria Barc: He has to say that - to optically posture and extend the OC tenure  
3/5/20, 9:26 PM - PDGÂ©: Yes of course

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Chat With Romil Ramgaria

3/5/20, 9:26 PM - PDG&: Someone should bust this  
 3/5/20, 9:26 PM - Romil Ramgaria Barc: Not spat - but basically Sunil wants him out - will take time but let& see if it happens  
 3/5/20, 9:26 PM - Romil Ramgaria Barc: Only the news guys can  
 3/5/20, 9:27 PM - PDG&: Yes Udays instructions  
 3/5/20, 9:27 PM - PDG&: Yes  
 3/5/20, 9:27 PM - Romil Ramgaria Barc: Yes - star doesn&t want - but would need another credible advertiser -  
 3/5/20, 9:27 PM - Romil Ramgaria Barc: Even Bharat Etc should go -  
 3/5/20, 9:27 PM - Romil Ramgaria Barc: Let& see if it happens  
 3/5/20, 9:28 PM - PDG&: Of course - even sunil is lightweight  
 3/5/20, 9:28 PM - Romil Ramgaria Barc: Yeah  
 3/5/20, 9:28 PM - Romil Ramgaria Barc: Even nakul should move out given he doesn&t have any exec position  
 3/5/20, 9:28 PM - Romil Ramgaria Barc: And I think it& also conflict with OC  
 3/5/20, 9:29 PM - PDG&: He has no credibility on this  
 3/5/20, 9:29 PM - PDG&: Also role of Techcomm and OC not clear  
 3/5/20, 9:29 PM - Romil Ramgaria Barc: Yeah - but only time will tell -  
 3/5/20, 9:29 PM - PDG&: Yes&~  
 3/5/20, 9:29 PM - Romil Ramgaria Barc: But both the members will make decent monies in the meanwhile  
 3/5/20, 9:30 PM - Romil Ramgaria Barc: But this actually helps us honestly - can use effectively  
 3/5/20, 9:30 PM - PDG&: Yes&~  
 3/5/20, 9:30 PM - Romil Ramgaria Barc: So from a management standpoint - having an OC helps us -  
 3/5/20, 9:30 PM - Romil Ramgaria Barc: We used tech comm in the first two years - and this year it will be OC  
 3/5/20, 9:30 PM - Romil Ramgaria Barc: So cost of deflection  
 3/5/20, 9:31 PM - PDG&: But you guys will face huge cost pressure - with all this increase in the cost - and revenues will be under pressure  
 3/5/20, 9:31 PM - PDG&: Yes best  
 3/5/20, 9:31 PM - Romil Ramgaria Barc: next year will be ok  
 3/5/20, 9:31 PM - Romil Ramgaria Barc: Fy22 don&t know - but that& too far  
 3/5/20, 9:32 PM - PDG&: Heard about Yes Bank am sure  
 3/5/20, 9:32 PM - Romil Ramgaria Barc: Yeah  
 3/5/20, 9:32 PM - Romil Ramgaria Barc: It& crazy  
 3/5/20, 9:33 PM - Romil Ramgaria Barc: Thankfully we diversified to Kotak  
 3/5/20, 9:33 PM - PDG&: &~  
 3/5/20, 9:46 PM - PDG&: How much we pushed Rahul Dongre for this  
 3/5/20, 9:53 PM - PDG&: Apparently punit is MIA?  
 3/6/20, 6:02 AM - Romil Ramgaria Barc: Yes completely  
 3/6/20, 1:25 PM - Romil Ramgaria Barc: This rahul is a complete ass boss  
 3/6/20, 1:25 PM - Romil Ramgaria Barc: Bad decision we took  
 3/6/20, 1:25 PM - PDG&: Yes agree  
 3/6/20, 1:25 PM - PDG&: Did he advise employees on time to withdraw from Yes bank?  
 3/6/20, 1:25 PM - Romil Ramgaria Barc: He liquidated that 5cr FD we had in kotak - because financially it was not making sense - can you believe it  
 3/6/20, 1:25 PM - PDG&: Hope people not stuck  
 3/6/20, 1:25 PM - Romil Ramgaria Barc: There are zero FD now  
 3/6/20, 1:26 PM - Romil Ramgaria Barc: And no money or CC facility  
 3/6/20, 1:26 PM - PDG&: I had been telling him for one year  
 3/6/20, 1:26 PM - PDG&: What

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 [Handwritten signatures and initials]



# Chat With Romil Ramgaria

3/6/20, 1:26 PM - Romil Ramgaria Barc: Full bottleneck  
 3/6/20, 1:26 PM - Romil Ramgaria Barc: Ass of the first order  
 3/6/20, 1:26 PM - PDG@: We had clearly told him to move FD to kotak  
 3/6/20, 1:26 PM - Romil Ramgaria Barc: Absolutely - we did also -  
 3/6/20, 1:26 PM - PDG@: I told to advise employees too  
 3/6/20, 1:27 PM - PDG@: Take his bloody pants off  
 3/6/20, 1:27 PM - PDG@: How much stuck at Yes?  
 3/6/20, 1:27 PM - Romil Ramgaria Barc: But he liquidated speaking to Sunil since interest rate differential was there - crazy - he is an accountant and not a finance guy  
 3/6/20, 1:27 PM - PDG@: Bakwas  
 3/6/20, 1:27 PM - Romil Ramgaria Barc: We are overdrawn there since CC was there  
 3/6/20, 1:27 PM - PDG@: His job is also to manage risks  
 3/6/20, 1:27 PM - Romil Ramgaria Barc: Absolutely  
 3/6/20, 1:28 PM - PDG@: So no FD  
 3/6/20, 1:28 PM - Romil Ramgaria Barc: Yeah  
 3/6/20, 1:28 PM - PDG@: What's the bank balance then  
 3/6/20, 1:28 PM - PDG@: Kotak?  
 3/6/20, 1:28 PM - Romil Ramgaria Barc: Close to nil -  
 3/6/20, 1:28 PM - PDG@: Fuck  
 3/6/20, 1:29 PM - PDG@: Sunil should hang him  
 3/6/20, 1:29 PM - PDG@: What a CFO  
 3/6/20, 1:30 PM - PDG@: Sunil alsoðŸ~Š  
 3/6/20, 1:30 PM - Romil Ramgaria Barc: Yeah seriously  
 3/6/20, 1:31 PM - PDG@: Now beg to broadcasters for some cash flow  
 3/6/20, 1:31 PM - Romil Ramgaria Barc: Thatâ€™s what we are doing  
 3/6/20, 1:31 PM - PDG@: Otherwise month end salary and payments will be a prob  
 3/6/20, 1:31 PM - PDG@: Useless  
 3/6/20, 1:32 PM - PDG@: Ask him to go and beg  
 3/6/20, 1:31 PM - Romil Ramgaria Barc: And delaying vendor payments  
 3/6/20, 1:32 PM - PDG@: He was connecting to CFOs na  
 3/6/20, 1:32 PM - PDG@: Ask him to manage  
 3/6/20, 1:32 PM - PDG@: Kya chutiya  
 3/6/20, 1:33 PM - Romil Ramgaria Barc: Yes absolutely -  
 3/6/20, 1:35 PM - PDG@: You guys don't do monthly cash flow meeting anymore?  
 3/6/20, 1:35 PM - PDG@: Then would have been known  
 3/6/20, 1:36 PM - Romil Ramgaria Barc: No - all that is between Sunil and rahul now ðŸ~Š  
 3/6/20, 1:36 PM - Romil Ramgaria Barc: And Sunil has a blind trust on rahul -  
 3/6/20, 1:36 PM - PDG@: Chutiya  
 3/6/20, 1:37 PM - PDG@: This is the problem  
 3/6/20, 1:37 PM - PDG@: In places like Times sunil would have never bothered about cash flows  
 3/6/20, 1:37 PM - Romil Ramgaria Barc: I hope he will realise soon  
 3/6/20, 1:37 PM - PDG@: Loss karo  
 3/6/20, 1:37 PM - PDG@: Bennet se le lo  
 3/6/20, 1:37 PM - PDG@: He should be sacking Rahul for bad advise  
 3/6/20, 1:38 PM - Romil Ramgaria Barc: Hmm - but pretty much here also he will go to top four  
 3/6/20, 1:38 PM - PDG@: Complete failure if finance  
 3/6/20, 1:38 PM - PDG@: Yes but zee won't respondðŸ~Š  
 3/6/20, 1:38 PM - PDG@: It will expose him too  
 3/6/20, 1:39 PM - PDG@: It's not that company doesn't have money

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## Chat With Romil Ramgaria

3/6/20, 1:39 PM - PDGÂ©: Knowing the situaty with Yes it should have been better managed

3/6/20, 1:39 PM - PDGÂ©: Or are you saying there is no money only since you said overdraft and no FD

3/6/20, 1:38 PM - Romil Ramgaria Barc: When we knew this problem since a year

3/6/20, 1:44 PM - Romil Ramgaria Barc: Yeah - they also in the same mess

3/6/20, 1:44 PM - Romil Ramgaria Barc: Yes no monies - since we are overdrawn -

3/6/20, 1:45 PM - Romil Ramgaria Barc: But how can we run like this - I seriously fail to fathom

3/6/20, 1:56 PM - PDGÂ©: You should raise a stink on this

3/6/20, 1:57 PM - PDGÂ©: Get back at him

3/6/20, 3:56 PM - PDGÂ©: Nigeria: Minister appoints team to design framework for audience measurement system <https://www.worldstagegroup.com/nigeria-minister-appoints-team-to-design-framework-for-audience-measurement-system/>

3/6/20, 3:57 PM - PDGÂ©: We're we not speaking to Nigeria?

3/6/20, 4:02 PM - Romil Ramgaria Barc: Yes we were

3/6/20, 4:04 PM - PDGÂ©: See the article

3/6/20, 4:04 PM - Romil Ramgaria Barc: Yes read the article

3/6/20, 4:04 PM - PDGÂ©: Should I write to them?

3/6/20, 4:04 PM - PDGÂ©: To whom

3/6/20, 4:04 PM - Romil Ramgaria Barc: We had sent them an email that we canâ€™t do it

3/6/20, 4:04 PM - PDGÂ©: Let me know the right person with email id

3/6/20, 4:04 PM - Romil Ramgaria Barc: Will send you the details of the person in MIB (equivalent) who was talking to us and driving this

3/6/20, 4:05 PM - PDGÂ©: Ok

3/6/20, 4:05 PM - Romil Ramgaria Barc: He even came down to Mumbai to meet us specially

3/6/20, 4:05 PM - PDGÂ©: Yes remember

3/8/20, 1:27 PM - PDGÂ©: <Media omitted>

3/8/20, 1:27 PM - PDGÂ©: Read?

3/8/20, 2:11 PM - Romil Ramgaria Barc: Yeah read this. It came about 10 days back. Someone spilled the beans

3/8/20, 2:21 PM - PDGÂ©: Yeah

3/9/20, 12:16 PM - PDGÂ©: Do send me the Nigerian connects

3/9/20, 12:25 PM - PDGÂ©: <https://guardian.ng/news/lack-of-scientific-audience-measurement-system-stunting-advertising-broadcast-industries-says-mohammed/>

3/9/20, 1:29 PM - Romil Ramgaria Barc: NIGERIA  
MRC (The Market Research Consultancy Ltd)  
Sola Akinagbe  
MD  
sola.akinagbe@mrcoffice.com  
+2348034088000, +447419955154  
NIGERIA  
National Broadcasting Commission, Nigeria  
Matthew Okoduwa  
Director, Lagos Zone  
meokoduwa@nbc.gov.ng  
+2348078555448, +2348030502046

3/9/20, 1:30 PM - PDGÂ©: Second one is govt guy?

3/9/20, 1:30 PM - Romil Ramgaria Barc: yes

3/9/20, 1:30 PM - Romil Ramgaria Barc: the first one whom we were talking for partnership

3/9/20, 1:30 PM - PDGÂ©: Ok



Chat With Romil Ramgaria

3/10/20, 12:24 PM - PDGÂ©: This Mathew guy came down?  
 3/12/20, 5:50 PM - PDGÂ©: !!!!HIGH ALERT!!!!

Breaking: Calcutta HC Directs RBI To Consider Steps Including Cancellation Of License Of Bank Of Baroda [Read Judgment] <https://www.livelaw.in/news-updates/breaking-calcutta-hc-directs-rbi-to-consider-steps-including-cancellation-of-license-of-bank-of-baroda-read-judgment-152787>  
 3/12/20, 5:51 PM - PDGÂ©: Heard of these rumours?  
 3/12/20, 5:52 PM - PDGÂ©: Don't know if website is credible  
 3/12/20, 6:02 PM - Romil Ramgaria Barc: Will check. This is also old of 16th feb 2020 - didnâ€™t go viral also -  
 3/12/20, 6:02 PM - Romil Ramgaria Barc: The website is credible  
 3/12/20, 6:03 PM - PDGÂ©: Apparently there are more whatsapp floating on possible BoB ban  
 3/12/20, 6:47 PM - Romil Ramgaria Barc: Yeah. Kotak also thatâ€™s why they came up with a corporate communication  
 3/12/20, 6:47 PM - PDGÂ©: Oh didn't hear that  
 3/12/20, 6:57 PM - Romil Ramgaria Barc: PMO Directs Finance Ministry To Take Action Against Kotak Mahindra Bank MD And CEO  
<http://www.businessworld.in/article/PMO-Directs-Finance-Ministry-To-Take-Action-Against-Kotak-Mahindra-Bank-MD-And-CEO/15-10-2019-177552#.XmhOJhZgKuY.whatsapp>  
 3/12/20, 6:57 PM - Romil Ramgaria Barc: <Media omitted>  
 3/12/20, 6:57 PM - Romil Ramgaria Barc: Old need but WhatsApp going around - basis which kotak had to come out with explanation  
 3/12/20, 6:57 PM - PDGÂ©: Oh  
 3/12/20, 6:58 PM - PDGÂ©: This whatsapp is a menace  
 3/12/20, 7:37 PM - Romil Ramgaria Barc: Absolutely  
 3/12/20, 7:38 PM - Romil Ramgaria Barc: Itâ€™s the biggest And most powerful media  
 3/13/20, 10:31 AM - PDGÂ©: And this morning I hear rumours about Axis bank  
 3/13/20, 10:32 AM - Romil Ramgaria Barc: This is crazy - markets going bizzark world over  
 3/13/20, 10:33 AM - PDGÂ©: Blackest friday I guess  
 3/13/20, 10:36 AM - Romil Ramgaria Barc: Yeah  
 3/13/20, 10:54 AM - PDGÂ©: You guys are doing WFH too?  
 3/13/20, 10:55 AM - PDGÂ©: At Zee they are checking temp while employees enter everyday  
 3/13/20, 11:14 AM - Romil Ramgaria Barc: We have given option to employees to do that  
 3/13/20, 11:14 AM - Romil Ramgaria Barc: Hmm. Ok  
 3/19/20, 12:09 PM - PDGÂ©: Is there any talk of stopping ratings because of no original content??  
 3/19/20, 12:12 PM - Romil Ramgaria Barc: There was. But currently we will continue  
 3/19/20, 12:12 PM - Romil Ramgaria Barc: Unless the IBF pressure really mounts and this crisis continues beyond 31st March  
 3/19/20, 12:12 PM - PDGÂ©: Hmmm  
 3/19/20, 12:12 PM - Romil Ramgaria Barc: Hence next two weeks I donâ€™t think there will be a stoppage  
 3/19/20, 12:13 PM - PDGÂ©: Big pressure being given again?  
 3/19/20, 12:13 PM - Romil Ramgaria Barc: Not really  
 3/19/20, 12:13 PM - PDGÂ©: Ok  
 3/19/20, 12:13 PM - Romil Ramgaria Barc: Currently 60% of them have bank till next week

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## Chat With Romil Ramgaria

3/19/20, 12:13 PM - Romil Ramgaria Barc: Also even if they air originals or not, advertising will be weak -

3/19/20, 12:14 PM - Romil Ramgaria Barc: Hence stopping ratings won't really matter

3/19/20, 12:14 PM - PDG@: True

3/19/20, 12:14 PM - PDG@: Advertising volumes dropping?

3/19/20, 12:14 PM - Romil Ramgaria Barc: Actually TV viewing should disproportionately increase specially news movies and kids

3/19/20, 12:14 PM - Romil Ramgaria Barc: Not yet

3/19/20, 12:14 PM - Romil Ramgaria Barc: Broadcasters are not accepting cancellations

3/19/20, 12:14 PM - Romil Ramgaria Barc: So March may sail through

3/19/20, 12:14 PM - PDG@: I was thinking of that only - hope data shows that

3/19/20, 12:14 PM - Romil Ramgaria Barc: April my sense will be very dry

3/19/20, 12:14 PM - Romil Ramgaria Barc: Because RO's itself won't come

3/19/20, 12:15 PM - PDG@: Is it

3/19/20, 12:15 PM - Romil Ramgaria Barc: Yes today it has gone up by 4-5%

3/19/20, 12:15 PM - Romil Ramgaria Barc: Which only has 2-3 days impact of last week

3/19/20, 12:15 PM - PDG@: Ok

3/19/20, 12:15 PM - Romil Ramgaria Barc: My sense is next week it will go up again

3/19/20, 12:15 PM - PDG@: All good otherwise?

3/19/20, 12:19 PM - Romil Ramgaria Barc: Yes all good.

3/19/20, 12:20 PM - Romil Ramgaria Barc: Everyone working from home

3/19/20, 12:20 PM - Romil Ramgaria Barc: It's more taxing then working from office

3/19/20, 12:20 PM - PDG@: I can imagine Y~S

3/19/20, 12:20 PM - PDG@: Even I am going mad

3/19/20, 12:20 PM - PDG@: Not meeting people

3/19/20, 12:20 PM - PDG@: Things getting delayed

3/19/20, 12:21 PM - PDG@: Club is shut so mostly home

3/19/20, 12:23 PM - Romil Ramgaria Barc: Ya Y~Y

3/19/20, 3:47 PM - Romil Ramgaria Barc: Dear Hathway Subscriber, due to massive fibre cuts in the area you may face slow speed for some time, regretted the inconvenience caused.

3/19/20, 3:54 PM - PDG@: Got it

3/19/20, 3:54 PM - PDG@: Getting major issues since last night

3/19/20, 3:55 PM - PDG@: And in my place major consumption Y~S

3/19/20, 3:55 PM - PDG@: Piklu and Rimli both doing online classes

3/19/20, 3:55 PM - PDG@: And me with OTT

3/19/20, 3:55 PM - PDG@: Yehi baki tha Y~.

3/19/20, 4:22 PM - Romil Ramgaria Barc: Yeah - really bad - getting an alternate WiFi device now - it's like air water these days - basic essential

3/19/20, 4:22 PM - PDG@: Yes

3/19/20, 4:22 PM - PDG@: Some in my building has taken JPR

3/19/20, 4:22 PM - PDG@: Don't know how good

3/19/20, 4:22 PM - Romil Ramgaria Barc: Our society doesn't allow anyone except Hathway

3/19/20, 4:23 PM - Romil Ramgaria Barc: Have raised a stink on the group

3/19/20, 4:23 PM - Romil Ramgaria Barc: Seven star is also there and that would be better

3/19/20, 4:23 PM - PDG@: oh

3/19/20, 4:24 PM - PDG@: andheri fellow? available here?

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## Chat With Romil Ramgaria

3/19/20, 4:24 PM - Romil Ramgaria Barc: Yes  
 3/19/20, 4:24 PM - Romil Ramgaria Barc: Seven star JPR Hathway and one more is available  
 3/19/20, 4:24 PM - Romil Ramgaria Barc: I am pushing them to open this up  
 3/19/20, 4:24 PM - Romil Ramgaria Barc: Letâ€™s see  
 3/19/20, 4:25 PM - PDGÂ©: yes i may also have to take another  
 3/19/20, 4:25 PM - PDGÂ©: i have two hathway connections  
 3/19/20, 4:49 PM - Romil Ramgaria Barc: Yeah - better to diversify ðŸˆŠ  
 3/19/20, 4:49 PM - PDGÂ©: ðŸˆŠ  
 3/19/20, 7:18 PM - PDGÂ©: Are you noticing all Twitter notifications not coming  
 3/19/20, 7:19 PM - PDGÂ©: Like today I didn't receive hindi news one  
 3/19/20, 7:19 PM - PDGÂ©: Last week also some were missing  
 3/19/20, 8:18 PM - Romil Ramgaria Barc: Hmmm. Didnâ€™t notice  
 3/19/20, 9:46 PM - PDGÂ©: <Media omitted>  
 3/19/20, 9:46 PM - PDGÂ©: See second from left  
 3/19/20, 9:46 PM - Romil Ramgaria Barc: Interesting  
 3/19/20, 9:46 PM - Romil Ramgaria Barc: First time  
 3/19/20, 9:47 PM - Romil Ramgaria Barc: He is going to quit soon  
 3/19/20, 9:47 PM - PDGÂ©: And that too as DisneyðŸˆŠ  
 3/19/20, 9:47 PM - PDGÂ©: Looks like already  
 3/22/20, 1:27 PM - PDGÂ©: Ad volume in 2019 grew or reduced  
 3/22/20, 1:27 PM - PDGÂ©: Mint says grew by 21 pc  
 3/22/20, 1:27 PM - PDGÂ©: FE says dropped by 3 pc  
 3/22/20, 1:30 PM - Romil Ramgaria Barc: Overall total TV dropped by 3%  
 3/22/20, 1:31 PM - Romil Ramgaria Barc: Anushree has always been negative anyways  
 3/22/20, 1:31 PM - Romil Ramgaria Barc: She carries negative headlines only  
 3/22/20, 1:31 PM - PDGÂ©: ðŸˆŠ  
 3/22/20, 1:31 PM - PDGÂ©: but why is Mint sayig it grew?  
 3/22/20, 1:31 PM - Romil Ramgaria Barc: Didnâ€™t see the mint article - must be for a genre or something  
 3/22/20, 1:32 PM - PDGÂ©: wait  
 3/22/20, 1:33 PM - PDGÂ©: <https://www.livemint.com/industry/media/tv-records-762-million-viewers-per-week-in-2019-despite-nto-barc-study-11584735703190.html>  
 3/22/20, 1:40 PM - Romil Ramgaria Barc: This says 21% over past four years ðŸˆŠ  
 3% declines is vs 2018 - so both are right  
 3/22/20, 1:52 PM - PDGÂ©: oh ok  
 3/26/20, 12:06 AM - PDGÂ©: <https://www.dnaindia.com/business/report-barc-a-year-of-telling-it-like-it-is-2208244>  
 3/26/20, 12:06 AM - PDGÂ©: This popped up  
 3/26/20, 12:06 AM - PDGÂ©: Good times  
 3/26/20, 8:36 AM - Romil Ramgaria Barc: Yeah absolutely. Golden times  
 3/26/20, 5:38 PM - PDGÂ©: <Media omitted>  
 3/26/20, 5:38 PM - PDGÂ©: Channel 556 on tata sky  
 3/26/20, 5:38 PM - PDGÂ©: What is this  
 3/26/20, 5:39 PM - PDGÂ©: <Media omitted>  
 3/26/20, 6:01 PM - Romil Ramgaria Barc: Looks fake  
 3/26/20, 6:01 PM - Romil Ramgaria Barc: Lot is memes are floating around  
 3/26/20, 6:20 PM - PDGÂ©: Is it?  
 3/26/20, 8:13 PM - PDGÂ©: Seems big fight on between ISA and IBF on cancellations  
 3/26/20, 8:13 PM - PDGÂ©: Some journos reached out  
 3/26/20, 8:17 PM - Romil Ramgaria Barc: <Media omitted>  
 3/26/20, 8:18 PM - Romil Ramgaria Barc: Yes - for March

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Chat With Romil Ramgaria

3/26/20, 8:18 PM - Romil Ramgaria Barc: April will be a big issue  
3/26/20, 8:19 PM - PDG&: This is good  
3/26/20, 8:19 PM - Romil Ramgaria Barc: You should also join the above -  
3/26/20, 8:19 PM - PDG&: So DAR?  
3/26/20, 8:19 PM - Romil Ramgaria Barc: We just sent out invite to press  
3/26/20, 8:19 PM - Romil Ramgaria Barc: No -  
3/26/20, 8:19 PM - PDG&: Can I join incognito?  
3/26/20, 8:19 PM - Romil Ramgaria Barc: Media consumption habit report post covid  
3/26/20, 8:19 PM - Romil Ramgaria Barc: Yes / change the display name  
3/26/20, 8:19 PM - PDG&: Tv Plus phone it says  
3/26/20, 8:20 PM - Romil Ramgaria Barc: Yes - so TV separate and smartphone separate  
3/26/20, 8:20 PM - PDG&: Oh  
3/26/20, 8:20 PM - PDG&: Smartphone is Nielsen panel  
3/26/20, 8:20 PM - Romil Ramgaria Barc: Yes  
3/26/20, 8:20 PM - Romil Ramgaria Barc: Some interesting trends  
3/26/20, 8:20 PM - Romil Ramgaria Barc: Showing how TV rules ðŸ˜Š  
3/26/20, 8:20 PM - PDG&: No de duplication  
3/26/20, 8:20 PM - Romil Ramgaria Barc: No  
3/26/20, 8:20 PM - PDG&: You deleted this message  
3/26/20, 8:21 PM - PDG&: ðŸ˜ŠðŸ˜Š  
3/26/20, 8:21 PM - PDG&: Good - some action  
3/26/20, 8:21 PM - PDG&: But not usable stuff  
3/26/20, 8:21 PM - PDG&: Good to know kinds  
3/26/20, 8:21 PM - Romil Ramgaria Barc: Yes -  
3/26/20, 8:21 PM - PDG&: Helps TV guys  
3/26/20, 8:21 PM - Romil Ramgaria Barc: But there will be interest around this  
3/26/20, 8:22 PM - PDG&: Yes sure  
3/26/20, 8:22 PM - Romil Ramgaria Barc: Plus perception wise helps - BARC and nielsen joint report  
3/26/20, 8:22 PM - PDG&: One has to download zoom  
3/26/20, 8:22 PM - Romil Ramgaria Barc: That's more important then data  
3/26/20, 8:22 PM - PDG&: Yes  
3/26/20, 8:22 PM - Romil Ramgaria Barc: You can do from web also - but app experience better  
3/26/20, 8:28 PM - PDG&: <Media omitted>  
3/26/20, 8:37 PM - Romil Ramgaria Barc: For your ease  
Joining Link - <https://zoom.us/j/380932133>

Meeting ID: 380 932 133

3/26/20, 8:39 PM - PDG&: ok thanks  
3/26/20, 8:40 PM - PDG&: you guys have promoted this?  
3/26/20, 8:50 PM - Romil Ramgaria Barc: Send to only press, board tech comm OC discom  
3/26/20, 8:50 PM - Romil Ramgaria Barc: Not sending to subscribers  
3/26/20, 8:51 PM - PDG&: oh ok  
3/26/20, 8:51 PM - Romil Ramgaria Barc: Report will go to subscribers post the PC  
3/26/20, 8:51 PM - PDG&: is this basically IBF taking a revenge for how ISA behaved for NTO?  
3/26/20, 8:53 PM - Romil Ramgaria Barc: No - calling you  
3/26/20, 10:51 PM - Romil Ramgaria Barc: <Media omitted>

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# Chat With Romil Ramgaria

3/26/20, 10:51 PM - Romil Ramgaria Barc: John Hopkins University has simulated the potential rise in number of infected patients. For India it will rise to 20 crore people by end of May.

3/26/20, 10:55 PM - PDGÂ@: 8Y=;â€œâ€œâ€œ,

3/26/20, 10:59 PM - PDGÂ@: Similar to WHO who is saying lockdown is not enough

3/27/20, 11:36 AM - Romil Ramgaria Barc: did you attend?

3/27/20, 11:37 AM - PDGÂ@: Yes but not whole

3/27/20, 11:37 AM - Romil Ramgaria Barc: ok

3/27/20, 1:09 PM - PDGÂ@: <https://www.reuters.com/article/us-singtel-hooq/singtel-backed-streaming-service-hooq-files-for-liquidation-idUSKBN21E0Q5>

3/27/20, 1:15 PM - PDGÂ@: Do you think Nielsen added a lot of value to the exercise?

3/27/20, 1:48 PM - Romil Ramgaria Barc: On their respective piece

3/27/20, 4:09 PM - PDGÂ@: <Media omitted>

3/27/20, 4:09 PM - PDGÂ@: Any kid

3/27/20, 4:48 PM - Romil Ramgaria Barc: Must be - will check

3/27/20, 6:10 PM - Romil Ramgaria Barc: Yes. In week 52,53 also Nick was at 8th and 10th position resp. (Christmas vacation). Week 44 which was Diwali (10th position).

3/27/20, 6:10 PM - Romil Ramgaria Barc: But only Nick. No other Kids channel

3/27/20, 6:12 PM - PDGÂ@: So holiday effect

3/27/20, 6:14 PM - Romil Ramgaria Barc: Yes

3/30/20, 1:00 PM - PDGÂ@: <https://www.indiantelevision.com/iworld/over-the-top-services/over-10-mn-paid-ott-video-subscriptions-in-2019-ficci-ey-report-200328>

3/30/20, 1:00 PM - PDGÂ@: you agree with these numbers?

3/30/20, 1:44 PM - Romil Ramgaria Barc: may be true - but will have overlap - not unique

3/30/20, 1:45 PM - PDGÂ@: K

3/30/20, 8:15 PM - PDGÂ@: <https://www.indiantelevision.com/television/tv-channels/news-broadcasting/nbf-decries-efforts-to-stop-barc-ratings-seeks-mib-help-200330>

3/30/20, 8:15 PM - PDGÂ@: Chalu?

3/30/20, 8:15 PM - PDGÂ@: I was asking you this Just a week back I think

3/30/20, 8:16 PM - PDGÂ@: Coz I heard something

3/30/20, 8:20 PM - Romil Ramgaria Barc: 8Y-â€œ

3/31/20, 11:02 AM - PDGÂ@: <Media omitted>

3/31/20, 11:02 AM - PDGÂ@: Consumer sentiment study conducted by various WPP companies

3/31/20, 5:17 PM - Romil Ramgaria Barc: Continuing with our outreach to share , What India Watches we are hosting an online conference â€œCrisis Consumption : An insight into TV, Digital, and Audiencesâ€œ.

on Thursday 2 April, â€œ 2020: 1030 am

Hosted by Nielsen and BARC.

Would be wonderful if you could join into the call. Thank you  
â€œ

The link to join is as below:

Link to Join -â€œ <https://zoom.us/j/226656531>

Meeting ID: 226 656 531

3/31/20, 5:17 PM - Romil Ramgaria Barc: <Media omitted>

3/31/20, 6:09 PM - PDGÂ@: Nielsen has joined you guys in the hips it seems 8Y-â€œ.

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## Chat With Romil Ramgaria

3/31/20, 6:10 PM - PDG&C: Some journos had a lot of criticism for your earlier session

3/31/20, 6:12 PM - Romil Ramgaria Barc: Why was that?

3/31/20, 6:36 PM - PDG&C: Apparently sunil changed numbers

3/31/20, 6:37 PM - PDG&C: he shared this slide during his presentation and Arnab Goswami asked him how did English saw a drop, he said its a mistake and he will get it corrected

3/31/20, 6:37 PM - PDG&C: he said those were typos

3/31/20, 6:37 PM - PDG&C: there were 275 participant in the call and almost every second slide had some inconsistency.

3/31/20, 6:38 PM - PDG&C: Sent some

3/31/20, 6:38 PM - PDG&C: Three guys told me similar

3/31/20, 6:46 PM - Romil Ramgaria Barc: Hmm - I felt it off very well. Was speaking to the team and also to for who attended - but yes 1/2 answers could have been better responded

3/31/20, 6:47 PM - PDG&C: You should handle some of these till he understands things well

3/31/20, 6:48 PM - PDG&C: This is the genrewise growth slide

3/31/20, 6:49 PM - PDG&C: Also some issue 6% vs 8%

3/31/20, 6:49 PM - Romil Ramgaria Barc: Numbers were right / not explanation

3/31/20, 6:49 PM - PDG&C: Apparently he mentioned you too saying should be corrected

3/31/20, 6:49 PM - Romil Ramgaria Barc: Let it come from him -

3/31/20, 6:49 PM - Romil Ramgaria Barc: I don't want to

3/31/20, 6:49 PM - PDG&C: Yes agree

3/31/20, 6:49 PM - PDG&C: You can't ask

3/31/20, 6:49 PM - PDG&C: Others should say

3/31/20, 6:49 PM - Romil Ramgaria Barc: Yes

3/31/20, 6:50 PM - PDG&C: Who is handling comms now

3/31/20, 6:50 PM - Romil Ramgaria Barc: I am only handling with the three

3/31/20, 6:50 PM - Romil Ramgaria Barc: It's challenging

3/31/20, 6:50 PM - Romil Ramgaria Barc: Any thing to improve there?

3/31/20, 6:51 PM - PDG&C: Another journo pinged me saying at last after all this while since you(me) left BARC is at least saying something not sure what

3/31/20, 6:51 PM - PDG&C: Before the thing

3/31/20, 6:51 PM - PDG&C: Engagement should be more

3/31/20, 6:51 PM - PDG&C: Though I think your insta feed is good now

3/31/20, 6:52 PM - PDG&C: More internal focussed but good stuff

3/31/20, 6:52 PM - Romil Ramgaria Barc: Yes - insta and LinkedIn both good

3/31/20, 6:52 PM - Romil Ramgaria Barc: Creatives are better

3/31/20, 6:52 PM - PDG&C: But that's more employee branding

3/31/20, 6:52 PM - PDG&C: Which is important

3/31/20, 6:52 PM - PDG&C: But give some boost to external

3/31/20, 6:53 PM - PDG&C: Also some comments on Sunil recommending a genre

3/31/20, 6:53 PM - PDG&C: Got some comments on that

3/31/20, 6:54 PM - Romil Ramgaria Barc: Hmm -

3/31/20, 6:54 PM - Romil Ramgaria Barc: Yeah he is doing that - specially mews

3/31/20, 6:54 PM - Romil Ramgaria Barc: News

3/31/20, 6:54 PM - PDG&C: Yes

4/1/20, 7:47 PM - PDG&C: <Media omitted>

4/1/20, 7:48 PM - Romil Ramgaria Barc: Yeah really sad situation!

4/1/20, 7:49 PM - Romil Ramgaria Barc: Very grim scenario across the world

4/1/20, 7:49 PM - Romil Ramgaria Barc: It's only going to get worse

4/1/20, 7:49 PM - PDG&C: Yes

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Chat With Romil Ramgaria

4/2/20, 8:57 AM - Romil Ramgaria Barc:  
<https://mumbaimirror.indiatimes.com/coronavirus/news/wadala-housing-complex-under-complete-lockdown/articleshow/74940704.cms>  
4/2/20, 8:57 AM - Romil Ramgaria Barc: another one after the lloyds incident  
4/2/20, 10:30 AM - PDGÃ©: YesðŸ˜Š  
4/2/20, 10:31 AM - Romil Ramgaria Barc: You joining today?  
4/2/20, 10:31 AM - Romil Ramgaria Barc: For the call  
4/2/20, 10:31 AM - PDGÃ©: I honestly think cops are over reacting in this case  
4/2/20, 10:31 AM - PDGÃ©: Nope  
4/2/20, 10:31 AM - Romil Ramgaria Barc: Yes they are  
4/2/20, 10:31 AM - PDGÃ©: To say doctors can go and not come back is ridiculous  
4/2/20, 10:32 AM - PDGÃ©: Bainless cops  
4/2/20, 10:32 AM - Romil Ramgaria Barc: Yes. Will call you post the call today.  
650 participants now  
4/2/20, 10:32 AM - PDGÃ©: ðŸ˜ŠðŸ˜ŠðŸ˜Š  
4/2/20, 11:11 AM - PDGÃ©: Big fiasco I heard  
4/2/20, 11:13 AM - Romil Ramgaria Barc: Yeah -  
4/2/20, 12:48 PM - PDGÃ©: Apparently this came out earlier  
  
[https://www.dailymail.co.uk/news/article-8173759/amp/US-investigates-Zoom-porn-hacks.html?\\_twitter\\_impression=true](https://www.dailymail.co.uk/news/article-8173759/amp/US-investigates-Zoom-porn-hacks.html?_twitter_impression=true)  
4/2/20, 12:58 PM - Romil Ramgaria Barc: Yes  
4/2/20, 1:41 PM - PDGÃ©: Can you rap Siva on the knuckles once  
4/2/20, 1:42 PM - PDGÃ©: He has been promising me my calculations since last one month  
4/2/20, 1:42 PM - PDGÃ©: Just sleeping on it  
4/2/20, 1:42 PM - Romil Ramgaria Barc: Yes will do  
4/2/20, 1:43 PM - PDGÃ©: Tx  
4/2/20, 4:11 PM - Romil Ramgaria Barc: <Media omitted>  
4/2/20, 4:12 PM - PDGÃ©: Will go thru  
4/2/20, 4:50 PM - PDGÃ©: For those of you using Zoom or for those of you who that have kids that are using Zoom to communicate with their schools, this is a serious issue. (Anonymous users 'bombing' Zoom meetings with pornographic or other offensive content.)

As the article states:

"On Zoom, there is a default setting that allows any meeting participant to share their screen without permission from an event's host. Anyone who has a link to a public meeting can join. Links to public Zooms are traded in Facebook Groups and Discord chats, and are easily discoverable on Twitter and public event pages.

"We have been deeply upset to hear about the incidents involving this type of attack. For those hosting large, public group meetings, we strongly encourage hosts to change their settings so that only they can share their screen. For those hosting private meetings, password protections are on by default and we recommend that users keep those protections on to prevent uninvited users from joining," said a spokesperson for Zoom Video Communications in a statement.

The post included tips for users seeking to "keep the party crashers" out of their videoconferences, including limiting screen-sharing to certain participants and making events invitation-only.

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Chat With Romil Ramgaria

<https://www.nytimes.com/2020/03/20/style/zoombombing-zcom-trolling.html>

4/2/20, 6:46 PM - PDGÂ@: <Media omitted>  
 4/2/20, 6:46 PM - PDGÂ@: Is this true? What kind of numbers  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: Crazy numbers partho  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: Yes true  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: <Media omitted>  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: And only increasing by the day  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: Country is hooked to my Ramayan  
 4/2/20, 6:50 PM - Romil Ramgaria Barc: Including my home and myself  
 4/2/20, 6:50 PM - PDGÂ@: Your system has shut me out of hindi news for twitter feed  
 4/2/20, 6:51 PM - PDGÂ@: ðŸ™„  
 4/2/20, 6:51 PM - Romil Ramgaria Barc: Is it? Canâ€™t be - you can register  
 4/2/20, 6:52 PM - Romil Ramgaria Barc: Will check  
 4/3/20, 8:17 AM - PDGÂ@: Happy budday RomilðŸ™Š  
 4/3/20, 8:19 AM - Romil Ramgaria Barc: Thank you sir ðŸ™ŠðŸ™ŠðŸ™Š  
 4/9/20, 11:27 AM - PDGÂ@: Sports FCT grows so much?  
 4/9/20, 11:28 AM - Romil Ramgaria Barc: low base  
 4/9/20, 11:29 AM - PDGÂ@: ðŸ™„  
 4/9/20, 11:29 AM - Romil Ramgaria Barc: because 2-4 was not active period  
 4/9/20, 11:29 AM - PDGÂ@: April effect has not come in to this data them  
 4/9/20, 11:29 AM - PDGÂ@: Then  
 4/9/20, 11:29 AM - Romil Ramgaria Barc: no - this is till 31st March  
 4/9/20, 11:30 AM - Romil Ramgaria Barc: because TAM is delayed in playout  
 4/9/20, 11:30 AM - PDGÂ@: Ok  
 4/9/20, 11:30 AM - Romil Ramgaria Barc: so next week there will be a big impact  
 4/9/20, 11:30 AM - Romil Ramgaria Barc: in FCT  
 4/9/20, 11:30 AM - PDGÂ@: Will go down you mean?  
 4/9/20, 11:30 AM - Romil Ramgaria Barc: yes  
 4/9/20, 11:31 AM - PDGÂ@: But your boss has said advertising will growðŸ™„ðŸ™„  
 4/9/20, 11:31 AM - Romil Ramgaria Barc: news is down by 30-40%, GEC by around 60% - revenue standpoint  
 4/9/20, 11:31 AM - Romil Ramgaria Barc: FCT many not show so much drop - given there is bouncing also happening  
 4/9/20, 11:31 AM - PDGÂ@: Yes have been hearing  
 4/9/20, 11:31 AM - Romil Ramgaria Barc: don't ask boss  
 4/9/20, 11:31 AM - PDGÂ@: Yes bonus es are on  
 4/9/20, 11:31 AM - Romil Ramgaria Barc: he is pushing the agenda to let it grow - so that BARC revenues also goes up indirectly ðŸ™Š  
 4/9/20, 11:32 AM - PDGÂ@: Haha how  
 4/9/20, 11:32 AM - Romil Ramgaria Barc: 0.8%  
 4/9/20, 11:32 AM - PDGÂ@: Its on values na  
 4/9/20, 11:32 AM - Romil Ramgaria Barc: yes - but positivity and volumes will leads to values also na  
 4/9/20, 11:32 AM - PDGÂ@: When there is no goods on shelves why should brands advertise - first principles  
 4/9/20, 11:33 AM - PDGÂ@: Wishful  
 4/9/20, 11:33 AM - PDGÂ@: Brands don't advertise based on these  
 4/9/20, 11:33 AM - Romil Ramgaria Barc: yes -  
 4/9/20, 11:33 AM - Romil Ramgaria Barc: dd national no 1 this week  
 4/9/20, 11:34 AM - PDGÂ@: Saw from Gauravs tweets  
 4/9/20, 11:34 AM - Romil Ramgaria Barc: highest ever reach for hindi GEC since last 4 years

समस्त अधिकारिनिधि पंच  
 Festival  
 2020



## Chat With Romil Ramgaria

4/9/20, 11:34 AM - PDG&@: Star silent these days?  
 4/9/20, 11:34 AM - Romil Ramgaria Barc: availability helping now -  
 4/9/20, 11:34 AM - Romil Ramgaria Barc: means if there is good content- it will really help them  
 4/9/20, 11:34 AM - PDG&@: They have not been no 1 since long  
 4/9/20, 11:34 AM - Romil Ramgaria Barc: yes  
 4/9/20, 11:34 AM - PDG&@: Yes clearly shows  
 4/9/20, 11:34 AM - Romil Ramgaria Barc: they are no 6/7 this week  
 4/9/20, 11:34 AM - PDG&@: How come quiet?  
 4/9/20, 11:34 AM - PDG&@: Do you think changes happening there?  
 4/9/20, 11:35 AM - PDG&@: Was very surprised to see uday on arnabs channel  
 4/9/20, 11:35 AM - Romil Ramgaria Barc: i was also very surprised  
 4/9/20, 11:35 AM - PDG&@: Very unlike disney  
 4/9/20, 11:35 AM - Romil Ramgaria Barc: people talking about uday leaving - but till it happens, it doesn't happen  
 4/9/20, 11:35 AM - Romil Ramgaria Barc: yes  
 4/9/20, 11:35 AM - Romil Ramgaria Barc: but quietness is very much like disney  
 ४४-९  
 4/9/20, 11:35 AM - PDG&@: Yes We have Heard those rumours thousand times  
 4/9/20, 11:36 AM - PDG&@: So no calls from Gaurav etc either?  
 4/9/20, 11:37 AM - Romil Ramgaria Barc: not really  
 4/9/20, 11:37 AM - Romil Ramgaria Barc: also these are exceptional times - i think everyone is seeing that - but still they shout anyways!  
 4/9/20, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
 4/9/20, 12:23 PM - PDG&@: Thanks  
 4/9/20, 2:23 PM - PDG&@: Free for a small chat?  
 4/9/20, 8:56 PM - PDG&@: Spoke to sunil  
 4/9/20, 8:56 PM - PDG&@: He doesn't have a problem  
 4/9/20, 9:56 PM - Romil Ramgaria Barc: I knew that ४४-९ perfect!  
 4/11/20, 1:24 PM - PDG&@: Have a look at the mail trail forwarded  
 4/11/20, 1:24 PM - PDG&@: This is regarding my payments and Siva as usual is all over the place  
 4/11/20, 1:24 PM - PDG&@: And very late  
 4/11/20, 1:25 PM - PDG&@: Beyond what I have written in mail I would ideally like a bigger amount in May (hence foreclosure can be timed suitably) and maybe some trickle in November  
 4/11/20, 1:26 PM - PDG&@: Can you pls have a look and sort Siva for me  
 4/11/20, 1:27 PM - PDG&@: Ask him to show you the November calculations too - amounts were different  
 4/11/20, 1:45 PM - Romil Ramgaria Barc: Yes ok. He is completely messed up.  
 4/11/20, 1:47 PM - PDG&@: Totally Just see how he has just apportioned the EMIs  
 4/11/20, 1:49 PM - PDG&@: <Media omitted>  
 4/11/20, 1:49 PM - PDG&@: Check for your brother  
 4/11/20, 1:50 PM - Romil Ramgaria Barc: Yeah - he is ok  
 4/11/20, 1:50 PM - PDG&@: My sister's area is jammed  
 4/11/20, 1:50 PM - PDG&@: Panditiya  
 4/11/20, 1:50 PM - Romil Ramgaria Barc: Yeah increasing with every passing day  
 4/11/20, 1:50 PM - Romil Ramgaria Barc: As in all cities actually  
 4/11/20, 1:51 PM - PDG&@: Getting so frust at home  
 4/11/20, 1:51 PM - Romil Ramgaria Barc: Yeah - it would be -  
 4/11/20, 1:51 PM - PDG&@: Wonder why no announcement yet on extension  
 4/11/20, 1:53 PM - Romil Ramgaria Barc: He will do soon - still has 3 more days  
 4/11/20, 1:53 PM - Romil Ramgaria Barc: He may address again on Tuesday night  
 4/11/20, 1:54 PM - PDG&@: Yes and Maharashtra definitely needs another 15 days



## Chat With Romil Ramgaria

4/11/20, 1:54 PM - PDGÂ©: Modi?  
 4/11/20, 1:54 PM - PDGÂ©: Or is it State wise now  
 4/11/20, 1:55 PM - Romil Ramgaria Barc: I think he will - states want him to announce - let's see  
 4/11/20, 1:55 PM - Romil Ramgaria Barc: MAH will be till 15th may is my sense  
 4/11/20, 1:56 PM - Romil Ramgaria Barc: And restricted movement for another month  
 4/11/20, 1:56 PM - PDGÂ©: Hmmm  
 4/11/20, 1:56 PM - Romil Ramgaria Barc: So life will come back to normal only in end June/ July  
 4/11/20, 1:56 PM - PDGÂ©: Yes I expect that too  
 4/11/20, 1:56 PM - PDGÂ©: Though it will be not normal as usual  
 4/11/20, 1:57 PM - PDGÂ©: People will fly less, avoid theatres and small pubs etc  
 4/11/20, 1:57 PM - PDGÂ©: By that time lot of deaths will happen  
 4/11/20, 1:57 PM - PDGÂ©: People will be scared  
 4/11/20, 1:57 PM - Romil Ramgaria Barc: Yes - some news will keep coming on this for the next 9-12 months  
 4/13/20, 11:42 AM - PDGÂ©: <Media omitted>  
 4/13/20, 11:49 AM - Romil Ramgaria Barc: 8Y-5  
 4/13/20, 11:51 AM - PDGÂ©: People are saying this - think everyweek going on media is being looked as non sensitive  
 4/13/20, 11:51 AM - PDGÂ©: And TV channels parroting the lines  
 4/13/20, 12:02 PM - Romil Ramgaria Barc: Hmm  
 4/13/20, 1:29 PM - Romil Ramgaria Barc: have spoken to siva - will come back to you with options - there will be a sales tax implication also and prepayment charges also will be there - my sense is best to foreclose the loan early and transfer the car  
 4/13/20, 1:30 PM - PDGÂ©: Yes I also think so but money upfront is always better  
 4/13/20, 1:31 PM - PDGÂ©: So maybe some inteligent way - say in May the 25% happens and June the prepayment happens so that all that load comes on November payment  
 4/13/20, 1:32 PM - PDGÂ©: But we are in April so faster we work these out - we will be on time for payments  
 4/13/20, 1:32 PM - PDGÂ©: Or else it gets delayed  
 4/13/20, 1:40 PM - Romil Ramgaria Barc: Yes ok  
 4/13/20, 1:41 PM - PDGÂ©: Check his calculation pls once  
 4/13/20, 1:48 PM - Romil Ramgaria Barc: yes ok  
 4/13/20, 1:50 PM - PDGÂ©: Thank you  
 4/13/20, 6:24 PM - PDGÂ©: <Media omitted>  
 4/13/20, 6:51 PM - Romil Ramgaria Barc: Very sad!!  
 4/13/20, 6:52 PM - PDGÂ©: Express and Disney Star announced pay cuts  
 4/13/20, 7:03 PM - Romil Ramgaria Barc: Hmm  
 4/15/20, 12:21 PM - PDGÂ©: <https://www.exchange4media.com/media-tv-news/is-the-sony-corp-viacom18-merger-happening-soon-103978.html>  
 4/15/20, 12:21 PM - PDGÂ©: you think deal happening?  
 4/15/20, 12:21 PM - PDGÂ©: if deal was happening then they would have asked him to be there for handover na?  
 4/15/20, 12:25 PM - Romil Ramgaria Barc: I don't think deal is happening  
 4/15/20, 12:25 PM - PDGÂ©: yes  
 4/15/20, 12:25 PM - PDGÂ©: saw abp goof up yesterday?  
 4/15/20, 12:25 PM - PDGÂ©: more than goof up - its irresponsible  
 4/15/20, 12:26 PM - PDGÂ©: <Media omitted>  
 4/15/20, 12:29 PM - Romil Ramgaria Barc: This is today?



## Chat With Romil Ramgaria

4/15/20, 12:29 PM - Romil Ramgaria Barc: What was that?  
 4/15/20, 12:29 PM - PDG&C: yes  
 4/15/20, 12:30 PM - PDG&C: abp majha ran a story saying special trains will run from bandra  
 4/15/20, 12:31 PM - Romil Ramgaria Barc: crazy!  
 4/15/20, 12:31 PM - PDG&C: one of the factors that caused this mayhem  
 4/15/20, 12:36 PM - Romil Ramgaria Barc: they should be taking the channel down for thus  
 4/15/20, 12:36 PM - PDG&C: yes mib should act  
 4/15/20, 12:37 PM - PDG&C: did you guys implicate them for tampering finally?  
 4/15/20, 12:37 PM - PDG&C: or backed out there too  
 4/15/20, 1:06 PM - Romil Ramgaria Barc: we did  
 4/15/20, 1:07 PM - PDG&C: so paid fine etc?  
 4/15/20, 1:07 PM - PDG&C: good you rapped them  
 4/15/20, 1:07 PM - PDG&C: their calcutta bosses dont know of it but  
 4/15/20, 1:08 PM - Romil Ramgaria Barc: hearing pending with discom  
 4/15/20, 1:08 PM - PDG&C: hummm  
 4/15/20, 1:08 PM - Romil Ramgaria Barc: very surprising...they should inform them transparently  
 4/15/20, 1:08 PM - Romil Ramgaria Barc: basic governance  
 4/15/20, 1:08 PM - PDG&C: and india tv is scot freeðŸ™„  
 4/15/20, 1:08 PM - PDG&C: yes i also thought so  
 4/15/20, 1:09 PM - Romil Ramgaria Barc: yes  
 4/15/20, 1:09 PM - PDG&C: thats terrible  
 4/15/20, 1:10 PM - Romil Ramgaria Barc: but now UP delhi seems to be behaving - currently nothing happening there  
 4/15/20, 1:10 PM - PDG&C: they are still nol in UP?  
 4/15/20, 1:10 PM - PDG&C: by how far?  
 4/15/20, 1:11 PM - PDG&C: miss the ratings meeting detailsðŸ™Š  
 4/15/20, 1:12 PM - Romil Ramgaria Barc: no  
 4/15/20, 1:12 PM - Romil Ramgaria Barc: yeah  
 4/15/20, 6:18 PM - Romil Ramgaria Barc: <Media omitted>  
 4/15/20, 6:31 PM - PDG&C: Yes apparently the abp reporter is arrested too  
 4/15/20, 6:33 PM - PDG&C: Sudhanshu Essel propack?  
 4/15/20, 6:34 PM - Romil Ramgaria Barc: Havenâ€™t heard. But possible now since Subhash ji has exited  
 4/15/20, 6:34 PM - PDG&C: <Media omitted>  
 4/15/20, 6:34 PM - PDG&C: Who owns now  
 4/15/20, 6:36 PM - PDG&C: [https://www.business-standard.com/article/companies/hire-hard-manage-easy-essel-propack-s-blackstone-makeover-starts-119111801698\\_1.html](https://www.business-standard.com/article/companies/hire-hard-manage-easy-essel-propack-s-blackstone-makeover-starts-119111801698_1.html)  
 4/15/20, 6:36 PM - PDG&C: Blackstone  
 4/15/20, 6:39 PM - Romil Ramgaria Barc: Yes -  
 4/15/20, 6:55 PM - Romil Ramgaria Barc: Harsh manwani is the operating partner at black stone - he would be behind this  
 4/15/20, 6:55 PM - Romil Ramgaria Barc: <Media omitted>  
 4/15/20, 6:55 PM - PDG&C: ok  
 4/15/20, 6:55 PM - PDG&C: yes must be  
 4/15/20, 6:56 PM - PDG&C: hul alumni is very strong  
 4/15/20, 6:56 PM - Romil Ramgaria Barc: Yes  
 4/16/20, 1:34 PM - PDG&C: <Media omitted>  
 4/16/20, 1:34 PM - PDG&C: Republic circulating thisðŸ™„  
 4/16/20, 1:35 PM - Romil Ramgaria Barc: <Media omitted>  
 4/16/20, 1:35 PM - Romil Ramgaria Barc: Yes even gone on air - he is relentless



## Chat With Romil Ramgaria

4/16/20, 1:35 PM - Romil Ramgaria Barc: Overall no 4 this week  
 4/16/20, 1:36 PM - Romil Ramgaria Barc: So good for them - important is to sustain  
 4/16/20, 1:36 PM - PDG&@: Yes checked mail to understand that they have added M to tg  
 4/16/20, 1:36 PM - Romil Ramgaria Barc: Yes  
 4/16/20, 1:36 PM - PDG&@: Yes 3-4 weeks to sustain so that they can hike rates  
 4/16/20, 1:37 PM - PDG&@: Can you talk?  
 4/16/20, 2:10 PM - PDG&@: Wtf is he doing? Boxing?  
 4/16/20, 2:10 PM - PDG&@: ॐY~,,ॐY~,,  
 4/16/20, 2:57 PM - Romil Ramgaria Barc: <Media omitted>  
 4/16/20, 2:57 PM - Romil Ramgaria Barc: <Media omitted>  
 4/16/20, 3:26 PM - PDG&@: Didn't get the second one  
 4/16/20, 3:26 PM - Romil Ramgaria Barc: that's ATS chart  
 4/16/20, 3:26 PM - Romil Ramgaria Barc: see the drop in 9-10PM and 7-8pm- ramayan and mahabharat time  
 4/16/20, 3:26 PM - Romil Ramgaria Barc: and ATS picks up from 1pm  
 4/16/20, 3:26 PM - PDG&@: Ah ok  
 4/16/20, 3:27 PM - PDG&@: This is Hindi news average?  
 4/16/20, 3:28 PM - Romil Ramgaria Barc: yes  
 4/16/20, 4:07 PM - PDG&@: Sal cuts in zee too  
 4/16/20, 4:07 PM - PDG&@: Details will get  
 4/16/20, 4:07 PM - Romil Ramgaria Barc: yes  
 4/16/20, 4:07 PM - Romil Ramgaria Barc: townhall today  
 4/16/20, 4:07 PM - Romil Ramgaria Barc: we will have no option but to do it as well  
 4/16/20, 4:08 PM - PDG&@: Hmmm  
 4/16/20, 4:08 PM - Romil Ramgaria Barc: even if we can manage - so lets see  
 4/16/20, 4:16 PM - Romil Ramgaria Barc: Zee just announced salary cuts across the board  
 Bonus payout  
 50 % in May  
 50 % in October  
 4/16/20, 4:17 PM - PDG&@: Hmmm  
 4/16/20, 4:25 PM - Romil Ramgaria Barc: 920+ people in todays conference - more then last week - its happening now  
 4/16/20, 4:26 PM - PDG&@: Now  
 4/16/20, 5:23 PM - Romil Ramgaria Barc: <Media omitted>  
 4/16/20, 5:25 PM - PDG&@: ॐY'.'  
 4/16/20, 6:39 PM - Romil Ramgaria Barc: Do you think this Frolle service is helpful now? Or should we stop?  
 4/16/20, 6:46 PM - PDG&@: You can stop and push people to app  
 4/16/20, 6:46 PM - PDG&@: Better the app maybe  
 4/16/20, 6:47 PM - Romil Ramgaria Barc: Hmm. We are reworking on the website. Will launch by May end  
 4/16/20, 6:47 PM - Romil Ramgaria Barc: App - not yet -  
 4/16/20, 6:47 PM - Romil Ramgaria Barc: Ok  
 4/16/20, 7:49 PM - PDG&@: <Media omitted>  
 4/16/20, 8:17 PM - Romil Ramgaria Barc: <Media omitted>  
 4/16/20, 8:18 PM - PDG&@: Thanks will go thru  
 4/16/20, 8:18 PM - PDG&@: Is Mohit still handling news?  
 4/16/20, 8:21 PM - Romil Ramgaria Barc: yes  
 4/16/20, 8:21 PM - PDG&@: He has picked up? Doing fine?

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## Chat With Romil Ramgaria

4/16/20, 8:21 PM - Romil Ramgaria Barc: you getting positive or negative feedback?

4/16/20, 8:22 PM - PDGAS: No I haven't checked honestly

4/16/20, 8:22 PM - Romil Ramgaria Barc: yes doing fine - handling clients -

4/16/20, 8:22 PM - PDGAS: Good

4/16/20, 8:22 PM - Romil Ramgaria Barc: he naturally has a news flavour

4/16/20, 8:22 PM - Romil Ramgaria Barc: SL was quite against him initially - but ok now

4/16/20, 8:22 PM - PDGAS: Honestly till now I was not getting intouch data or anything

4/16/20, 8:22 PM - PDGAS: Yes I remember that

4/16/20, 8:23 PM - PDGAS: Yes

4/16/20, 8:23 PM - Romil Ramgaria Barc: he has realised how imp is to give content insights and talk the news languages - lot of things which we have done, he realising it later

4/16/20, 8:23 PM - PDGAS: ðŸ™„

4/16/20, 8:23 PM - PDGAS: Even on GEC side

4/16/20, 8:23 PM - PDGAS: Maybe he hasn't got that pressure yet

4/16/20, 8:24 PM - PDGAS: In news we did a lot of work

4/16/20, 8:24 PM - Romil Ramgaria Barc: yes not yet - will come only after 2-3 months - once business is back

4/16/20, 8:24 PM - PDGAS: Yes

4/16/20, 8:24 PM - Romil Ramgaria Barc: moving out MA from my life was honestly the best decision

4/16/20, 8:24 PM - PDGAS: I told you soðŸ™„

4/16/20, 8:24 PM - Romil Ramgaria Barc: now he will see the pushback sometime down the line from derrick

4/16/20, 8:24 PM - Romil Ramgaria Barc: and how maths doesn't work always ðŸ™„

4/16/20, 8:25 PM - PDGAS: Being in MA was important at a stage - you set it right but at this time it's best not to be in it

4/16/20, 8:25 PM - Romil Ramgaria Barc: and needs to be balanced with market

4/16/20, 8:25 PM - Romil Ramgaria Barc: yes absolutely

4/16/20, 8:25 PM - PDGAS: I doubt Derrick will understand Market nuances

4/16/20, 8:25 PM - PDGAS: Though he is strong in science

4/16/20, 8:25 PM - Romil Ramgaria Barc: absolutely not - he is a pure science guy -

4/16/20, 8:26 PM - PDGAS: Yup

4/16/20, 8:26 PM - Romil Ramgaria Barc: mahendra is also turning out to be good

4/16/20, 8:26 PM - PDGAS: So when the pushback comes from Market he will have a problem to explain

4/16/20, 8:26 PM - PDGAS: Specially gec

4/16/20, 8:26 PM - Romil Ramgaria Barc: yes absolutely

4/16/20, 8:26 PM - PDGAS: Good to hear that

4/16/20, 8:26 PM - Romil Ramgaria Barc: more so from news -

4/16/20, 8:26 PM - PDGAS: I think he has the right skills at this stage of business

4/16/20, 8:27 PM - Romil Ramgaria Barc: lets see - covid comes to the rescue right now

4/16/20, 8:27 PM - PDGAS: I think we have trained the team on news

4/16/20, 8:27 PM - PDGAS: ðŸ™„ðŸ™„

4/16/20, 8:27 PM - PDGAS: Covid will rescue a lot of business faulures

4/16/20, 8:27 PM - Romil Ramgaria Barc: yup

4/16/20, 8:27 PM - PDGAS: Star will use it for sure and so many

4/16/20, 8:29 PM - PDGAS: How is Manashi coping with sunil?

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### Chat With Romil Ramgaria

4/16/20, 8:29 PM - Romil Ramgaria Barc: Star with KM will not have that spine  
4/16/20, 8:29 PM - Romil Ramgaria Barc: And Uday is not as active  
4/16/20, 8:29 PM - Romil Ramgaria Barc: She is fine  
4/16/20, 8:29 PM - Romil Ramgaria Barc: He is overwhelming  
4/16/20, 8:29 PM - PDG&C: Didn't get that you mean KM will not use it?  
4/16/20, 8:29 PM - Romil Ramgaria Barc: But going ok  
4/16/20, 8:29 PM - PDG&C: ठंय-ं  
4/16/20, 8:29 PM - Romil Ramgaria Barc: KM is thanda  
4/16/20, 8:30 PM - PDG&C: Yes  
4/16/20, 8:30 PM - PDG&C: He has not been in active ops since some time  
4/16/20, 8:30 PM - Romil Ramgaria Barc: Yes  
4/16/20, 8:30 PM - Romil Ramgaria Barc: Very macro guy  
4/16/20, 8:30 PM - PDG&C: But being thanda means Star will go down.  
4/16/20, 8:30 PM - PDG&C: As a network  
4/16/20, 8:31 PM - Romil Ramgaria Barc: Yeah  
4/16/20, 8:31 PM - PDG&C: In this trade nobody gives each other space  
4/16/20, 8:31 PM - PDG&C: But now colors will be a bit thanda  
4/16/20, 8:31 PM - PDG&C: Till Rahul picks up  
4/16/20, 8:31 PM - PDG&C: Any news of nto 2.0?  
4/16/20, 8:31 PM - PDG&C: Or that gets indefinitely postponed  
4/16/20, 8:31 PM - Romil Ramgaria Barc: Yes - but may be it becomes reverse -  
since he has the confidence and ears of right people in RIL  
4/16/20, 8:31 PM - Romil Ramgaria Barc: So may honestly help  
4/16/20, 8:32 PM - PDG&C: Agree but he will take a bit of time to find  
confidence in madam etc  
4/16/20, 8:32 PM - PDG&C: He comes from MM philosophy that Viacom spends  
uselessly  
4/16/20, 8:32 PM - Romil Ramgaria Barc: Madam as in? Nita?  
4/16/20, 8:33 PM - PDG&C: No no colors content head  
4/16/20, 8:33 PM - PDG&C: Manisha  
4/16/20, 8:33 PM - Romil Ramgaria Barc: Ok  
4/16/20, 8:33 PM - Romil Ramgaria Barc: I think she is smart. She will align to  
him  
4/16/20, 8:33 PM - PDG&C: Yes she is very clearly  
4/16/20, 8:33 PM - Romil Ramgaria Barc: Also Colors too important  
4/16/20, 8:33 PM - Romil Ramgaria Barc: Nothing will happen  
4/16/20, 8:34 PM - Romil Ramgaria Barc: May be more niche and voot will have a  
problem  
4/16/20, 8:34 PM - PDG&C: I am saying May slow down but covid window is a good  
one to pick up  
4/16/20, 8:34 PM - PDG&C: Voot they should just scrap  
4/16/20, 8:34 PM - PDG&C: Waste of money  
4/16/20, 8:34 PM - PDG&C: They should ride on jio  
4/16/20, 8:34 PM - Romil Ramgaria Barc: Yes  
4/16/20, 8:38 PM - PDG&C: Rahul is very smart - he will make a success there too  
4/16/20, 8:38 PM - PDG&C: But they will restructure the organization there  
4/16/20, 8:38 PM - PDG&C: I was chatting with him  
4/16/20, 8:40 PM - Romil Ramgaria Barc: Yes they will  
4/16/20, 10:18 PM - PDG&C: <Media omitted>  
4/16/20, 10:18 PM - PDG&C: See this  
4/16/20, 10:18 PM - PDG&C: Think this kid is in Dosti - mentions blossoms  
4/16/20, 10:18 PM - PDG&C: Maybe  
4/16/20, 10:18 PM - PDG&C: Too cute  
4/16/20, 10:19 PM - Romil Ramgaria Barc: Yes have seen this. Very cute. May be.

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## Chat With Romil Ramgaria

4/16/20, 10:19 PM - PDG&A: Yes viral now  
 4/20/20, 12:20 PM - PDG&A: Will you pls push Siva to show you my revised calculations - we won't have much time to take calls  
 4/20/20, 12:21 PM - PDG&A: Also if car loan has to be foreclosed we need to decide and that process will take time too  
 4/20/20, 12:21 PM - PDG&A: All depends on the calculations  
 4/20/20, 12:24 PM - Romil Ramgaria Barc: yes - pushed him last week twice - will push him again -  
 4/20/20, 12:32 PM - PDG&A: i have lots of bills from october to March - do you need for reimbursements?  
 4/20/20, 12:33 PM - PDG&A: for yours  
 4/20/20, 12:46 PM - PDG&A: <https://www.medianews4u.com/despite-38-growth-in-tv-consumption-fct-volume-drop-by-26-in-week-14-barc-nielsen-report-4th-edition/>  
 4/20/20, 12:46 PM - PDG&A: 8Y~,,  
 4/20/20, 1:05 PM - Romil Ramgaria Barc: No sir all done  
 4/20/20, 1:05 PM - Romil Ramgaria Barc: Yes  
 4/20/20, 1:06 PM - PDG&A: Sunil had said na it will increase 8Y~,, was remembering that  
 4/21/20, 8:10 PM - PDG&A: Neena Dasgupta takes over as CEO of Aidem Ventures as Pradeep Hejmadi steps down - Exchange4media  
<https://www.exchange4media.com/digital-news/neena-dasgupta-takes-over-as-a-ceo-of-aidem-ventures-104116.html>  
 4/21/20, 8:11 PM - PDG&A: So joining barc after all 8Y~S  
 4/21/20, 8:11 PM - PDG&A: Must have taken a huge cut  
 4/21/20, 8:11 PM - Romil Ramgaria Barc: No not joining  
 4/21/20, 8:11 PM - PDG&A: Then?  
 4/21/20, 8:11 PM - Romil Ramgaria Barc: Don't know where. Will chat with you. On a call now  
 4/21/20, 8:11 PM - PDG&A: He was to - isn't it?  
 4/21/20, 8:11 PM - PDG&A: Ok sure  
 4/23/20, 8:48 AM - Romil Ramgaria Barc: Siva will circulate today  
 4/23/20, 9:55 AM - PDG&A: Ok  
 4/23/20, 9:56 AM - PDG&A: Did scenarios for car foreclosures in June and November?  
 4/23/20, 9:56 AM - Romil Ramgaria Barc: Yes he says he has received all 3  
 4/23/20, 9:56 AM - Romil Ramgaria Barc: He is sending the working to both of us together  
 4/23/20, 9:56 AM - PDG&A: Ok  
 4/23/20, 9:57 AM - PDG&A: Some rumours ngoing on Arnab attacked near his apartment complex?  
 4/23/20, 9:57 AM - Romil Ramgaria Barc: Yes. While he was travelling with wife.  
 4/23/20, 9:57 AM - Romil Ramgaria Barc: Because of his Sonia attack yesterday  
 4/23/20, 9:58 AM - PDG&A: He is ok?  
 4/23/20, 9:58 AM - PDG&A: Cops saved  
 4/23/20, 9:58 AM - PDG&A: ?  
 4/23/20, 9:58 AM - PDG&A: When was this?  
 4/23/20, 10:00 AM - Romil Ramgaria Barc: <Media omitted>  
 4/23/20, 10:09 AM - PDG&A: Good  
 4/23/20, 10:09 AM - PDG&A: They are just making him more famous 8Y~S  
 4/23/20, 10:10 AM - PDG&A: Just saw a video put out by him  
 4/23/20, 10:10 AM - Romil Ramgaria Barc: Yes. Absolutely.  
 4/23/20, 10:10 AM - Romil Ramgaria Barc: Great for the channel and him  
 4/23/20, 10:11 AM - PDG&A: Yes 8Y~S  
 4/23/20, 11:36 AM - Romil Ramgaria Barc: <Media omitted>

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## Chat With Romil Ramgaria

4/23/20, 11:38 AM - PDG&@: Tx  
 4/23/20, 11:42 AM - PDG&@: <Media omitted>  
 4/23/20, 11:42 AM - PDG&@: Zapr views being taken by elara capital  
 4/23/20, 11:43 AM - Romil Ramgaria Barc: yes saw that  
 4/23/20, 9:22 PM - PDG&@: Who could be buying zee? Looks like block buying happening  
 4/23/20, 9:50 PM - Romil Ramgaria Barc: Florida pension fund has bought  
 4/23/20, 10:02 PM - PDG&@: Fronting someone?  
 4/23/20, 10:02 PM - Romil Ramgaria Barc: Don&#x27;t know. Will find  
 4/23/20, 10:04 PM - PDG&@: I wouldn't be surprised if SC is clawing back  
 4/23/20, 10:04 PM - Romil Ramgaria Barc: Yeah  
 4/23/20, 10:04 PM - PDG&@: Today he did a townhall  
 4/23/20, 10:04 PM - PDG&@: In what capacity no one knows&#x2D;Y~,,  
 4/23/20, 10:05 PM - Romil Ramgaria Barc: Ha ha &#x2D;S that will always be his company  
 4/23/20, 10:05 PM - PDG&@: Yes  
 4/23/20, 10:31 PM - Romil Ramgaria Barc: No front for anyone. It&#x27;s a good long fund which has invested  
 4/23/20, 10:31 PM - PDG&@: Ok  
 4/23/20, 10:31 PM - PDG&@: Price is attractive now  
 4/23/20, 10:32 PM - Romil Ramgaria Barc: Yes it is  
 4/23/20, 10:32 PM - Romil Ramgaria Barc: But this year will be tough  
 4/23/20, 10:32 PM - Romil Ramgaria Barc: Plus their recent investment in sugar box is not taken positively  
 4/23/20, 10:32 PM - PDG&@: If they announce any dividend then it's worth  
 4/23/20, 10:32 PM - PDG&@: Yes  
 4/23/20, 10:33 PM - PDG&@: Woh toh totally round tripping and siphoning  
 4/23/20, 10:34 PM - Romil Ramgaria Barc: Looks like. But can&#x27;t do so blatantly - specially given the scrutiny already on them. Will be very surprising  
 4/23/20, 10:34 PM - PDG&@: I am reasonably sure it is  
 4/23/20, 10:34 PM - PDG&@: CDN is also used by themselves only  
 4/23/20, 10:34 PM - Romil Ramgaria Barc: Hmm  
 4/23/20, 10:36 PM - PDG&@: Just saw the mail from Siva  
 4/23/20, 10:36 PM - PDG&@: You have gone thru the calculations?  
 4/23/20, 10:36 PM - Romil Ramgaria Barc: I have not.  
 4/23/20, 10:37 PM - Romil Ramgaria Barc: Will see it tomorrow and let you know  
 4/23/20, 10:37 PM - PDG&@: Also banking is essential services  
 4/23/20, 10:37 PM - PDG&@: How can bank say they cannot foreclose?  
 4/23/20, 10:37 PM - Romil Ramgaria Barc: But banks are working with 30-40% staff and balance all WFH  
 4/23/20, 10:37 PM - PDG&@: Yes please  
 4/23/20, 10:37 PM - Romil Ramgaria Barc: Yes will check  
 4/23/20, 10:37 PM - PDG&@: Yes but they can't refuse like this  
 4/23/20, 10:38 PM - Romil Ramgaria Barc: This is a basic statement which they should provide  
 4/23/20, 10:38 PM - PDG&@: Some statement they have but saying they can't do foreclosure till lockdown goes  
 4/23/20, 10:39 PM - PDG&@: Banking ops are on  
 4/23/20, 10:39 PM - PDG&@: Financial markets are on  
 4/23/20, 10:48 PM - Romil Ramgaria Barc: Yes surprising. Yes bank is in dumps  
 4/23/20, 10:48 PM - Romil Ramgaria Barc: Started behaving like PSU  
 4/23/20, 10:50 PM - PDG&@: Yeah  
 4/23/20, 10:51 PM - PDG&@: Let us decide - if necessary we should call it out  
 4/23/20, 10:52 PM - Romil Ramgaria Barc: Yes ok

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## Chat With Romil Ramgaria

4/24/20, 10:24 AM - PDG&O: <Media omitted>  
 4/24/20, 10:24 AM - Romil Ramgaria Barc: Yes -  
 4/24/20, 10:24 AM - PDG&O: That makes Times now nol isn't it?  
 4/24/20, 10:24 AM - PDG&O: Or India Today now  
 4/24/20, 10:25 AM - Romil Ramgaria Barc: Ranking doesn't change much in the current situation. Neither for DD news. Don't know why they are pushing for it  
 4/24/20, 10:25 AM - PDG&O: Hmm earlier it used to be Times Now  
 4/24/20, 11:54 PM - PDG&O: <Media omitted>  
 4/24/20, 11:54 PM - PDG&O: This is a South East Asia publication  
 4/25/20, 12:13 AM - Romil Ramgaria Barc: Hmm. No new insight. The other article was better.  
 4/25/20, 12:29 AM - PDG&O: Yes  
 4/27/20, 12:05 PM - PDG&O: <Media omitted>  
 4/27/20, 12:05 PM - PDG&O: Found this  
 4/27/20, 12:05 PM - PDG&O: Two years back  
 4/27/20, 12:21 PM - Romil Ramgaria Barc: ४५-३  
 4/28/20, 2:12 PM - Romil Ramgaria Barc: CHAPTER 3

## SUMMARY OF RECOMMENDATIONS

- 3.1 Structural reforms are required in BARC to mitigate the potential risk of conflict of interest, improve credibility, and bring transparency, and instill confidence of all stakeholders in the TRP measurement system.
- 3.2 The composition of BARC India should be changed as part of the proposed structural reforms. The Board should have at least fifty percent independent members, which should include one member as a measurement technology expert, one statistician of national repute from among the top institution(s) of the country and two representatives from the Government/Regulator.
- 3.3 Restructured Board of BARC India should provide for equal representation of the three constituent Industry Associations, namely; AAAI, ISA and IBF and with equal voting rights irrespective of their proportion of equity holding. Tenure of the members of the board shall be for two years.
- 3.4 Active participation of representatives of the Advertisers and the advertising agency will bring more accuracy, transparency, credibility, and neutrality in the system, due to their inherent need of advertisers to reach viewers accurately.
- 3.5 The constituent Industry Associations shall be entitled to nominate their representatives to the board membership subject to the condition that a cooling period of 4 years shall be applicable between two consecutive tenures, for any such nominee member.
- 3.6 Tenure of the Chairman of the Board should not be more than 35 two years. Chairmanship of the Board shall be rotated among the constituent industry associations in every two years.
- 3.7 Number of members in the technical committee should be increased to 5 with addition of two external technical experts.
- 3.8 An Oversight Committee should be formed to guide BARC India in the areas of research, design and analysis, constantly improving the rating system. The Oversight Committee shall be broad based with representation from the National Council of Applied Economic Research, IIM, IIT, media research expert and demography expert, nominee from the Ministry of Information & Broadcasting, and TRAI. The Committee should also be responsible for nomination/appointment of independent members of the Board as well as to give policy direction to BARC India, if it is so required.
- 3.9 To create credible and accurate collection of data, multiple data collection agencies need to be encouraged. Competition and multiple agencies for data



## Chat With Romil Ramgaria

collection and processing would bring in new technologies, new research methodologies, new methods in analysis, new and better ways to ensure better data quality.

3.10 BARC should be at an arm's length from its own subsidiary, Meterology Data Pvt Ltd., which is the sole data collecting agency for BARC, as of now; so that the entire process of measurement is carried out independently to ensure inherent checks in data inconsistency, i.e., there should be a clear demarcation of the roles between the data collection agency and the data processing/publishing agency.

3.11 Efforts may be made to withhold the identity of the channel's name, and number, while collecting and processing the data from the field to bring more transparency in the complete process.

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3.12 BARC should also separate its functions in two units (a) one unit should be responsible for prescribing methodology of ratings/validation of data, publishing the data and audit mechanism and (b) the other unit for processing the data, watermarking or any other such technical work including management of data collection agencies.

3.13 Once multiple agencies come forward for rating, BARC should limit its role to publishing the ratings, and framing methodology and audit mechanism for the rating agencies, so that the number of agencies can develop multiple rating system leveraging new technologies.

3.14 The rating agency should be mandated to increase the sample size from the existing 44,000 to 60,000 by the end of 2020, and 1,00,000 by the end of 2022 using the existing technology.

3.15 BARC shall immediately conduct a study in collaboration with the Indian Statistical Institute or any other institute of repute, to estimate the appropriate sample size, and to get the correct representation of the viewership including regional and niche channels. Sample size once increased; it will make the data tampering an arduous exercise. On the basis of the study conducted, BARC should reach the target of reaching the sample size in a time-bound manner.

3.16 There should be some financial disincentives prescribed as penal provisions including the cancellation of registration, if the specified target is not met by BARC.

3.17 MIB should amend the DTH License and MSO registration so as to mandate STBs capable of transferring viewership data and adoption of RPD technology. This transfer of data can be done by establishing a return path/connection from STB to the

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remote servers of the Audience Measurement agency.

3.18 Anonymized viewership data should be transferred electronically to the Audience Measurement agency for statistical analysis and Television Rating purpose. No data from any STB should be transferred to Rating agency without explicit consent from the subscribers.

3.19 DPOs should be allowed to mutually negotiate the terms and conditions for sharing the data with Measurement Rating agency within the overall framework prescribed by TRAI from time to time. Such framework shall be prescribed by TRAI once these recommendations are accepted by MIB.

3.20 BARC should keep all relevant data such as original data (meter-level data) arising out of the household panel, the data deleted/ignored/not considered for ratings and the resultant processed data for TRP rating at least

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## Chat With Romil Ramgaria

for one year in the same format and pattern as in the final ratings, declared to the subscribers including Broadcasters, advertising agencies, and advertisers.

3.21 BARC should review/frame its outlier policy based on scientific study and market survey conducted from time to time. BARC should automate data processing in such a manner that no manual intervention is required before the final TRP rating is released. Any type of manual intervention in the meter-level /raw data arising out of household panel must be avoided. Manual intervention, if any, in abnormal circumstances should be reported and informed to the auditors also.

3.22 Adequate framework for grievance redressal may be made having nodal officers and Appellate body so that the grievance(s) of stakeholders can be effectively addressed in a time-bound manner. BARC should also develop a portal wherein any

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stakeholder can raise the grievance(s) with regards to ratings published by the agency.

3.23 BARC should get annual audit conducted by an independent agency to ensure conformance with TRP rating methodology, sample size, and grievance redressal methodology and publish the audit report on their website after the Board's approval within three months, after the end of the financial year. An audit manual should be made to ensure accuracy of the process adopted for ratings, household-panel selection, functioning, and data collection for overall rating systems.

3.24 An internal audit committee may be constituted headed by a member of AAAI or ISA to audit processes, sample size, rating methodology and effective redressal of grievances in a time-bound manner. Quarterly report of internal audit committee must be approved by the Board of BARC within 30 days from the end of quarter and shall be placed on the website of BARC.

4/28/20, 2:17 PM - PDGAS: Gosh

4/28/20, 2:18 PM - PDGAS: Committee committee and coimmittee

4/28/20, 2:18 PM - PDGAS: new recommendations have come out or draft shared?

4/28/20, 2:24 PM - PDGAS: Oh saw the tweet

4/28/20, 2:20 PM - Romil Ramgaria Barc: dont forward to anyone right now

4/28/20, 2:20 PM - Romil Ramgaria Barc: actually its on the website now - 8Y-5 so ok

4/28/20, 2:26 PM - PDGAS: yes saw the tweet

4/28/20, 2:26 PM - PDGAS: who will i forward to 8Y-8Y, you only

4/28/20, 2:30 PM - PDGAS: All that nutty Arvind's doing

4/28/20, 2:30 PM - PDGAS: Many are impractical points

4/28/20, 3:06 PM - PDGAS: What do you think should be my response when press reaches me

4/28/20, 3:09 PM - Romil Ramgaria Barc: will chat with you - this is crazy!

4/28/20, 3:12 PM - PDGAS: Absolutely crazy

4/28/20, 3:13 PM - PDGAS: If there could be multiple agencies why couldn't they come up all this while

4/28/20, 3:13 PM - PDGAS: Nobody stopped them by law

4/28/20, 3:13 PM - PDGAS: This eventually opens up tam and Nielsen to do ratings again

4/28/20, 3:13 PM - PDGAS: Trai destroyed telecom now will destroy broadcasting

4/28/20, 3:13 PM - PDGAS: They were better off not continuing with the agreement

4/28/20, 3:13 PM - PDGAS: 8Y-8Y

4/28/20, 3:13 PM - Romil Ramgaria Barc: yes - this is crazy - multiple agencies is JIO thing

4/28/20, 3:13 PM - PDGAS: Yes

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## Chat With Romil Ramgaria

4/28/20, 3:14 PM - PDGÂ@: Arvind had mentioned this to me - I had told him it's a foolish idea  
 4/28/20, 3:14 PM - PDGÂ@: Let me know your thoughts - will come  
 4/28/20, 3:22 PM - PDGÂ@: Will have to be careful till May endðY",  
 4/28/20, 3:38 PM - Romil Ramgaria Barc: Missed voice call  
 4/28/20, 3:39 PM - Romil Ramgaria Barc: Missed voice call  
 4/29/20, 9:02 AM - PDGÂ@: This ok?

-- Parho Dasgupta, management consultant and former CEO of BARC India said that he finds some suggestions "every impractical".

"As per the current guidelines companies can establish a rating agency provided they are in compliance with some norms. Problem is the business economics do not support multiple agencies. So, if for so many years multiple agencies didn't happen then why will it happen now," Dasgupta said. "Also, if policies have to change so drastically every 4-5 years, who will invest in such a capex heavy business."

4/29/20, 9:02 AM - PDGÂ@: My quote for ET  
 4/29/20, 9:03 AM - PDGÂ@: But I guess the story was droppedðY",  
 4/29/20, 9:03 AM - PDGÂ@: It was there on online when I checked midnight  
 4/29/20, 9:04 AM - PDGÂ@: So Times don't want to criticize TRai - they would be rejoicing in BARCs troubles  
 4/29/20, 9:29 AM - Romil Ramgaria Barc: Yeah - looks like - you can also add later no where in the world this happens and few countries which have it, are mired by confusion and conflict - thereby impacting the growth of the medium  
 4/29/20, 9:31 AM - PDGÂ@: Think I have said that somewhere - in one of the website comments  
 4/29/20, 9:31 AM - Romil Ramgaria Barc: Ok  
 4/29/20, 9:31 AM - Romil Ramgaria Barc: <Media omitted>  
 4/29/20, 9:31 AM - Romil Ramgaria Barc: <Media omitted>  
 4/29/20, 9:35 AM - PDGÂ@: Some confusing statements here  
 4/29/20, 9:35 AM - PDGÂ@: Which paper  
 4/29/20, 9:35 AM - PDGÂ@: Ah BS  
 4/29/20, 9:36 AM - PDGÂ@: Must be before TRai announcement  
 4/29/20, 9:36 AM - PDGÂ@: Does he insist on questions upfront on mail like me or does extempore  
 4/29/20, 9:39 AM - PDGÂ@: <Media omitted>  
 4/29/20, 9:43 AM - PDGÂ@: What do you think - is there anything to read in Amit Khare's transfer back to MIB now?  
 4/29/20, 9:44 AM - PDGÂ@: Will he accept the recommendations?  
 4/29/20, 9:44 AM - PDGÂ@: Then barc may as well shut down  
 4/29/20, 9:52 AM - PDGÂ@:  
<https://m.economictimes.com/industry/media/entertainment/media/trai-recommends-change-in-structure-methodology-of-barc-for-better-tv-ratings-system/articleshow/75430089.cms>  
 4/29/20, 9:53 AM - PDGÂ@: Ok here it is - you can make out who made what comment beyond what is writtenðY",  
 4/29/20, 9:56 AM - Romil Ramgaria Barc: Yes  
 4/29/20, 9:56 AM - Romil Ramgaria Barc: Largely extempore  
 4/29/20, 9:57 AM - Romil Ramgaria Barc: You never know. Both Sharma and khare are school buddies  
 4/29/20, 9:59 AM - PDGÂ@: That's why incoherent statements like above  
 4/29/20, 10:00 AM - PDGÂ@: Yes

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## Chat With Romil Ramgaria

4/29/20, 10:01 AM - Romil Ramgaria Barc: Yes but to a plain reader it appears ok - since we are too much into it, we look at that way - is what I feel

4/29/20, 10:02 AM - PDG&A: Maybe

4/29/20, 10:25 AM - PDG&A: Doing extempore from barc may be overconfidence - the down sides of a slip is so high

4/29/20, 10:26 AM - Romil Ramgaria Barc: Yes that I agree

4/29/20, 10:26 AM - PDG&A: In this comment, he agrees to demerits of a solo currency

4/29/20, 10:27 AM - PDG&A: Anyways no one will read this interview now that the bigger bomb awaits

4/29/20, 10:27 AM - PDG&A: Important for you guys to know what's happening in MIB

4/29/20, 10:27 AM - PDG&A: Who is behind what

4/29/20, 10:28 AM - PDG&A: I have told everyone - smaller news channels are the culprits

4/29/20, 10:28 AM - Romil Ramgaria Barc: Yes

4/29/20, 10:28 AM - Romil Ramgaria Barc: News is a big problem /

4/29/20, 10:28 AM - Romil Ramgaria Barc: We even can't have a system of not measuring them - it's crazy

4/29/20, 10:28 AM - PDG&A: They have vested interests in not having a strong currency

4/29/20, 10:28 AM - PDG&A: Why not

4/29/20, 10:29 AM - Romil Ramgaria Barc: Yes - business will be better for them

4/29/20, 10:29 AM - PDG&A: They can sell on perception

4/29/20, 10:29 AM - PDG&A: Like newspapers

4/29/20, 10:29 AM - Romil Ramgaria Barc: Because of lazy agency planners

4/29/20, 10:29 AM - PDG&A: But it's killing TAM and then BARC

4/29/20, 10:58 AM - Romil Ramgaria Barc: Yes

4/29/20, 1:50 PM - PDG&A: <https://www.adgully.com/trai-s-review-of-tv-ratings-landscape-interference-or-course-correction-92515.html>

4/29/20, 8:59 PM - PDG&A: <Media omitted>

4/29/20, 9:00 PM - Romil Ramgaria Barc: it will help him big time

4/29/20, 9:07 PM - PDG&A: Yes what else

4/29/20, 9:07 PM - PDG&A: He will play victim card

4/29/20, 9:07 PM - PDG&A: And go hammer and tongs

4/29/20, 9:07 PM - Romil Ramgaria Barc: yup - already doing

4/29/20, 9:08 PM - PDG&A: Don't see it

4/29/20, 11:06 PM - PDG&A: <Media omitted>

4/29/20, 11:19 PM - Romil Ramgaria Barc: Yeah had to happen - star sets the tone for everyone else

4/29/20, 11:20 PM - PDG&A: Was watching the videos on twitter - as usual Paritosh is I me myself

4/29/20, 11:20 PM - Romil Ramgaria Barc: Absolutely

4/29/20, 11:21 PM - PDG&A: Seems you and me did nothing

4/29/20, 11:21 PM - PDG&A: Though Shashi and Gauravjeet reached out to me personally

4/29/20, 11:25 PM - Romil Ramgaria Barc: Yeah I know

4/29/20, 11:27 PM - PDG&A: After reading the TRAI thing I have another conspiracy theory that I am getting increasingly convinced about

4/29/20, 11:28 PM - PDG&A: Will chat when we talk next

4/29/20, 11:28 PM - PDG&A: It's all going towards weakening and if necessary shutting down barc

4/29/20, 11:29 PM - PDG&A: I know some from ibf board are already writing to IBF that we should fight NTO with TRAI and not necessarily for BARC



## Chat With Romil Ramgaria

4/29/20, 11:29 PM - PDGÂ©: It's sad if it has to go that way  
 4/29/20, 11:30 PM - PDGÂ©: I understand Sunil is reaching out to PR agencies for reaching out to Govt.  
 4/29/20, 11:30 PM - PDGÂ©: Too late in my view and it doesn't work that way  
 4/29/20, 11:31 PM - PDGÂ©: One should have been in close touch with TRAI and mib the way we used to do - and hence knew their every move  
 4/29/20, 11:55 PM - Romil Ramgaria Barc: Yeah - it is sad  
 4/30/20, 5:04 PM - Romil Ramgaria Barc: <Media omitted>  
 4/30/20, 5:05 PM - PDGÂ©: Yes  
 4/30/20, 5:05 PM - PDGÂ©:  
<https://www.moneycontrol.com/news/business/coronavirus-crisis-reliance-industries-announces-pay-cuts-mukesh-ambani-to-forego-entire-years-salary-5207971.html>  
 4/30/20, 5:20 PM - Romil Ramgaria Barc: <Media omitted>  
 4/30/20, 5:31 PM - PDGÂ©: Thanks  
 5/2/20, 12:24 PM - PDGÂ©: TRAI-ing Times For BARC  
<http://www.businessworld.in/article/TRAI-ing-Times-For-BARC/02-05-2020-190965#.Xq0YyrjXDFE.whatsapp>  
 5/2/20, 12:24 PM - PDGÂ©: Chinta  
 5/2/20, 2:00 PM - Romil Ramgaria Barc: Missed voice call  
 5/2/20, 2:59 PM - PDGÂ©: Missed your call - had driven out to MatungaðŸ™„  
 5/2/20, 3:59 PM - PDGÂ©: Heard about Sundaram?  
 5/2/20, 5:02 PM - Romil Ramgaria Barc: Yeah - crazy shit  
 5/2/20, 5:08 PM - Romil Ramgaria Barc: Sorry missed your call. Will call you around 630 sir  
 5/2/20, 5:19 PM - PDGÂ©: Cool  
 5/2/20, 9:20 PM - PDGÂ©: Let me know if any good distribution guys are looking for jobs  
 5/2/20, 9:20 PM - Romil Ramgaria Barc: Ops or strategy?  
 5/2/20, 9:29 PM - PDGÂ©: Ops  
 5/2/20, 9:29 PM - PDGÂ©: Strategy with ops will be good  
 5/2/20, 9:40 PM - Romil Ramgaria Barc: <https://www.impactonnet.com/more-from-impact/trai-must-not-try-to-micro-manage-6888.html>  
 5/2/20, 9:54 PM - PDGÂ©: Same content na?  
 5/2/20, 9:54 PM - PDGÂ©: Business world and this?  
 5/2/20, 10:28 PM - Romil Ramgaria Barc: Yes same  
 5/2/20, 10:28 PM - Romil Ramgaria Barc: Carried on impact website also  
 5/2/20, 10:33 PM - PDGÂ©: Ok  
 5/3/20, 9:17 PM - Romil Ramgaria Barc: <http://www.businessworld.in/article/A-Contrarian-View-/03-05-2020-190994>  
 5/3/20, 9:18 PM - PDGÂ©: Just saw tweetðŸ™Š  
 5/3/20, 9:19 PM - PDGÂ©: Don't know your views but Paritosh is a known govt. hater - his views supporting barc may not be seen nicelyðŸ™Š  
 5/3/20, 9:19 PM - PDGÂ©: Will read  
 5/3/20, 10:51 PM - Romil Ramgaria Barc: That true - but he has written it well. But yes may carry less weight  
 5/3/20, 10:53 PM - PDGÂ©: Yes read - well written  
 5/3/20, 10:54 PM - PDGÂ©: But you know how it works with MIB and TRAI - these days specially - they can harden their stance but never change  
 5/3/20, 10:54 PM - PDGÂ©: At best one can soften  
 5/3/20, 10:57 PM - PDGÂ©: All needs to be done before the bullet is firedðŸ™Š  
 5/3/20, 10:58 PM - PDGÂ©: Btw know Ashwani very well - he is going around town saying BARC has given the whole PR account to himðŸ™Š

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## Chat With Romil Ramgaria

5/3/20, 10:59 PM - PDG&@: One of his advisory board members is Rajan Kalia&Y~,,&Y~,,  
 5/3/20, 11:01 PM - Romil Ramgaria Barc: I completely agree. We should go and have a conversation rather than being confrontational  
 5/3/20, 11:02 PM - Romil Ramgaria Barc: Yeah - it&E™s sad! Unprofessional of Him - he got it only because Sunil knows him  
 5/3/20, 11:02 PM - Romil Ramgaria Barc: I didn&E™t know that - but I anyways don&E™t rate rajan very highly honestly - why will he have him as advisory board member?  
 5/3/20, 11:05 PM - PDG&@: Good old genesis connection - remember I told you that he will get genesis for PR?  
 5/3/20, 11:05 PM - PDG&@: He and Prema were partners in genesis  
 5/3/20, 11:05 PM - PDG&@: He split  
 5/3/20, 11:06 PM - PDG&@: Try and figure out what happened with him and Reliance some time back  
 5/3/20, 11:06 PM - PDG&@: Useless guy  
 5/3/20, 11:07 PM - PDG&@: One of those gasbags  
 5/3/20, 11:08 PM - PDG&@: Ibf may think differently&Y~&Y~&Y~  
 5/3/20, 11:15 PM - Romil Ramgaria Barc: Yes that&E™s the problem and hence this route unnecessary  
 5/3/20, 11:15 PM - Romil Ramgaria Barc: Hmm ok  
 5/4/20, 11:43 AM - PDG&@: <Media omitted>  
 5/4/20, 11:43 AM - PDG&@: Where all will be ranking changes?  
 5/4/20, 11:44 AM - Romil Ramgaria Barc: In 6-7 genres  
 5/4/20, 11:44 AM - Romil Ramgaria Barc: Infotainment English genre etc - business news and English news also  
 5/4/20, 11:45 AM - PDG&@: Wow change of ranking in business and english news?  
 5/4/20, 11:49 AM - PDG&@: So which are the big upsets  
 5/4/20, 12:16 PM - Romil Ramgaria Barc: English business and infotainment  
 5/4/20, 12:16 PM - Romil Ramgaria Barc: And few others  
 5/4/20, 12:18 PM - PDG&@: Hmmm  
 5/4/20, 12:23 PM - PDG&@: Next will be to stop giving these data out&Y~&Y~&Y~  
 5/4/20, 12:24 PM - PDG&@: Ibf bigwigs never wanted  
 5/5/20, 10:10 AM - PDG&@: You should ask someone to send me a mail officially - explaining why the foreclosure has to happen now and not as earlier planned in November  
 5/5/20, 10:11 AM - PDG&@: Detailed calculations and a confirmation that foreclosure and transfer will happen by 22nd May itself  
 5/5/20, 10:12 AM - PDG&@: I suggest involve Rahul in the loop  
 5/5/20, 10:12 AM - PDG&@: Also separately isn't it better for BARCs cash flow issue to pay me now and foreclosure later?  
 5/5/20, 10:12 AM - PDG&@: Has that been considered?  
 5/5/20, 10:14 AM - Romil Ramgaria Barc: yes - will get rahul and prashant both involved - having an internal call in the afternoon  
 5/5/20, 10:18 AM - PDG&@: Check this  
 5/5/20, 10:19 AM - Romil Ramgaria Barc: yes - but becoming an audit issue and hence challenging  
 5/5/20, 10:19 AM - PDG&@: Why audit  
 5/5/20, 10:20 AM - PDG&@: No agreement ever said that it has to be foreclosed  
 5/5/20, 10:20 AM - PDG&@: As per my agreement with Nakul - social benefits continue till November  
 5/5/20, 10:20 AM - PDG&@: It can be considered part of that  
 5/5/20, 10:21 AM - Romil Ramgaria Barc: dont think this is in the settlement agreement

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## Chat With Romil Ramgaria

5/5/20, 10:21 AM - PDG&@: Settlement agreement is based on my employment agreement which says this  
 5/5/20, 10:22 AM - PDG&@: Conversely no agreement says it needs to be foreclosed now so audit can't object  
 5/5/20, 10:22 AM - PDG&@: Think about it and place it in your own way  
 5/5/20, 10:22 AM - Romil Ramgaria Barc: understood  
 5/5/20, 10:23 AM - PDG&@: Talk to prashant he may understand the logic  
 5/5/20, 10:23 AM - Romil Ramgaria Barc: yes  
 5/5/20, 1:50 PM - PDG&@: Till May 2021 actually  
 5/5/20, 1:52 PM - PDG&@: But we had agreed on the instalments and payments in November over mail - Rahul couldn't have been sleeping then - his own team member was part of this - he can't raise it now - he has to honour what was already agreed  
 5/5/20, 4:18 PM - PDG&@: E4m journo called requesting to write an article on TRai barc fiasco  
 5/5/20, 4:18 PM - PDG&@: Turned it downðŸ˜Š  
 5/5/20, 4:18 PM - Romil Ramgaria Barc: ðŸ˜Š  
 5/6/20, 8:47 AM - Romil Ramgaria Barc: <Media omitted>  
 5/6/20, 9:31 AM - PDG&@: ðŸ˜Š  
 5/6/20, 9:31 AM - PDG&@: Long chats with her  
 5/6/20, 9:53 AM - Romil Ramgaria Barc: yes evident from the article  
 5/6/20, 10:15 AM - PDG&@: ðŸ˜Š  
 5/6/20, 10:15 AM - PDG&@: I didn't want to be quoted  
 5/6/20, 10:15 AM - PDG&@: But she insisted on my global point - since she thought it adds to the issue  
 5/6/20, 10:28 AM - PDG&@: You are paying people to write - I don't mind being unpaid evangelistðŸ˜Š„ðŸ˜Š„ behind the curtains for BARC  
 5/6/20, 10:29 AM - Romil Ramgaria Barc: ha ha - we are actually not paying anyone till now -  
 5/6/20, 10:29 AM - PDG&@: You are paying a retainer to Paritosh na?  
 5/6/20, 10:29 AM - PDG&@: Also now AshwaniðŸ˜Š„  
 5/7/20, 6:07 PM - Romil Ramgaria Barc: <Media omitted>  
 5/7/20, 6:07 PM - PDG&@: ðŸ˜ŠðŸ˜ŠðŸ˜Š  
 5/8/20, 8:41 AM - PDG&@: <Media omitted>  
 5/8/20, 8:41 AM - PDG&@: What all he writes in public space  
 5/8/20, 8:56 AM - Romil Ramgaria Barc: Hmm - but he has taken this positioning and mindset now  
 5/8/20, 9:03 AM - PDG&@: Looks like - troll kinds  
 5/10/20, 12:22 PM - Romil Ramgaria Barc: I request two clarifications from those who have or are considering investing overseas  
 1. What is better - investing in overseas funds / FOFs or get hold of a portfolio manager with global reach ( like Citi ) who will construct a portfolio of 5 -10 scrips. Every Indian citizen can invest overseas USD 250000 per year / so a family of 4 can invest upto USD 1 million ( approx Rs 7.5 crs ). What kind of return in rupee terms can be expected  
 2. At this point of time, when the broader market in India, (mid caps & small caps) is hammered, should one put money in Indian equities or overseas stocks.  
 5/10/20, 12:22 PM - Romil Ramgaria Barc: The answer to this is one word - timing  
 - 1. Two months ago or closer to end March, I would invest in Nasdaq/100 when it plunged to an all time low of 7000. Now it has crossed 2020 highs and sitting at 9000, about 30% higher than all time lows for 2020

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Chat With Romil Ramgaria

2. However in contrast the BSE index holds greater promise going forward. So I would opt for option 2 above, given that there is no broad based rally that has occurred yet.

3. To compare the 2 options above we will need to look at a sector specific index like IT and even with that we will need to be stock specific to look at cloud based software stocks on either country to establish a like to like comparison. In short, be an active investor and if possible engage in stock selection yourself rather than relying on fund managers, whether it be NASDAQ or BSE.

4. Costs of investing overseas are unknown to the Indian investor like forex conversion costs, currency appreciation (Inr vs USD, due for correction), fund mgmt fees, etc. which will eat into potential returns.

5. In summary, invest directly in individual stocks which are sector and theme based and avoid indices which are passive investments, for better returns...my 2 cents worth!

5/10/20, 12:37 PM - PDGAS: During my research I realised point 4 and 5 are really relevant

5/10/20, 12:38 PM - PDGAS: There is a clear need of a product which helps transfer funds to LRS and then link to an independent brokerage account like say icicidirect

5/10/20, 12:38 PM - PDGAS: Which operates in Nasdaq

5/10/20, 12:38 PM - Romil Ramgaria Barc: Yes - because of Unknowns and lack of clarity, people stay away

5/10/20, 12:38 PM - PDGAS: This integrated service is just not available and bankers are clueless about how to navigate this

5/10/20, 12:39 PM - PDGAS: One can help open LRS account but doesn't have any clue of the next step

5/10/20, 12:39 PM - PDGAS: There are portfolio managers who can do this but then doesn't have very good track record and are not willing to be transparent

5/10/20, 12:40 PM - PDGAS: Hence last month I went for Motilal S&P fund - it's too broad-based and investing in Indian rupee but gains in exchange conversion apart from index gains

5/10/20, 12:41 PM - PDGAS: Around May 23-24 the index was low only

5/10/20, 12:41 PM - Romil Ramgaria Barc: Hmm. What was nasdaq at that time? Must have been around 8.2k?

5/10/20, 12:41 PM - PDGAS: S&P was around 2600 if I am not mistaken

5/10/20, 12:42 PM - PDGAS: I plan to hold on to it at least 2-3 years

5/10/20, 12:42 PM - Romil Ramgaria Barc: Ok great

5/10/20, 12:42 PM - Romil Ramgaria Barc: Everything trump is doing is for economy only - he is ok if 1L people die but economy cannot suffer

5/10/20, 12:42 PM - PDGAS: There is a clear need gap here

5/10/20, 12:42 PM - Romil Ramgaria Barc: Yeah

5/10/20, 12:43 PM - Romil Ramgaria Barc: Have you got a mail from Prashant or siva on your settlement?

5/10/20, 12:43 PM - PDGAS: Yes and intrinsically I believe in the Americans and Jews in America who have time and again shown they are too good in business

5/10/20, 12:43 PM - PDGAS: Nope

5/10/20, 12:43 PM - Romil Ramgaria Barc: Yes true

5/10/20, 12:44 PM - PDGAS: What's the outcome of your discussions?

5/10/20, 12:44 PM - Romil Ramgaria Barc: Will check - they were supposed to send by Friday

5/10/20, 12:44 PM - Romil Ramgaria Barc: Had told Prashant to figure a middle ground - and close loop with Rahul - will check

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*[Handwritten signatures and initials]*



## Chat With Romil Ramgaria

5/10/20, 12:45 PM - PDG&@: No agreement says loan needs to be preclosed now and when cash flows are stretched - audit would question that if pointed out

5/10/20, 12:45 PM - PDG&@: Secondly Nakula agreement mentions social benefits to continue 18 months post leaving

5/10/20, 12:46 PM - PDG&@: Now whether that should be interpreted for this is an open question

5/10/20, 12:46 PM - Romil Ramgaria Barc: The interpretation there is towards medical etc

5/10/20, 12:46 PM - Romil Ramgaria Barc: Car not a social benefit

5/10/20, 12:46 PM - PDG&@: But point is no agreement says that loan to be preclosed in May 2020

5/10/20, 12:47 PM - PDG&@: It either should have been pre closed in November 2019 or next 2020 when the cash flows annul

5/10/20, 12:47 PM - Romil Ramgaria Barc: Yes - but the view is it should have been preclosed while doing f&f

5/10/20, 12:47 PM - Romil Ramgaria Barc: Yeah - since itâ€™s a realisation now and hence the issue ðŸ˜Š

5/10/20, 12:48 PM - PDG&@: So it was not done so - everyone was party' to the discussions then and I was communicated clearly on mail the cash flow schedule

5/10/20, 12:48 PM - PDG&@: One cannot change that now

5/10/20, 12:49 PM - PDG&@: Knowing these guys - both siva and Rahul they won't be able to foreclose in May the account - giving Yes bnk reasons

5/10/20, 12:50 PM - Romil Ramgaria Barc: Yes - knowing how slow they are -

5/10/20, 12:50 PM - PDG&@: Hence it will be like I won't get the money and yet company will go on paying bank

5/10/20, 12:50 PM - Romil Ramgaria Barc: Siva has yet not got view on GST implications etc

5/10/20, 12:50 PM - PDG&@: See

5/10/20, 12:50 PM - Romil Ramgaria Barc: No - that you should put the foot down

5/10/20, 12:50 PM - PDG&@: Yes but in that up and down a month will go

5/10/20, 12:51 PM - Romil Ramgaria Barc: No - have asked them put on mail to you - if doesnâ€™t get resolved by mon/tue you should write a formal mail

5/10/20, 12:52 PM - PDG&@: Ok pls advise what to write

5/10/20, 12:52 PM - PDG&@: Maybe I will pick up Siva's November mail?

5/10/20, 12:52 PM - Romil Ramgaria Barc: Yes - will let you know

5/10/20, 12:54 PM - Romil Ramgaria Barc: Yes - May be - and reminding of 22nd may payouts as you have commitments to fulfill basis the agreed dates

5/10/20, 12:54 PM - PDG&@: Ok

5/10/20, 1:36 PM - PDG&@: Is someone buying zee again?

5/10/20, 1:52 PM - Romil Ramgaria Barc: Not sure. Will check

5/11/20, 11:23 AM - PDG&@: India Today is no 2 both in 2+ and 22+ MAB?

5/11/20, 11:23 AM - PDG&@: Times now routed?

5/11/20, 11:23 AM - PDG&@: Two weeks now isn't it?

5/11/20, 11:26 AM - Romil Ramgaria Barc: yes since two weeks

5/11/20, 11:28 AM - PDG&@: Times jumping or all cool nowadays

5/11/20, 11:28 AM - Romil Ramgaria Barc: jumping

5/11/20, 11:28 AM - PDG&@: HmmmðŸ˜Š

5/11/20, 11:29 AM - PDG&@: Have realised MK is useless

5/11/20, 11:29 AM - PDG&@: Can just splurge money

5/11/20, 11:38 AM - Romil Ramgaria Barc: yes - you should go back ðŸ˜Š

5/11/20, 11:38 AM - PDG&@: ðŸ˜ŠðŸ˜Š

5/12/20, 5:24 PM - PDG&@: <Media omitted>

5/12/20, 5:57 PM - Romil Ramgaria Barc: yes - for a change - break from TV insights

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Chat With Romil Ramgaria

5/12/20, 6:06 PM - PDG&@: ॐ="

5/12/20, 6:06 PM - PDG&@: Some song and dance soon?ॐ~,,ॐ~,,

5/12/20, 6:11 PM - Romil Ramgaria Barc: Ha ha - since entertainment channels have stopped producing we are taking over the mantle ॐ~,,ॐ~ॐ~ॐ~

5/12/20, 6:12 PM - PDG&@: Yesॐ~,,ॐ~,,

5/12/20, 6:13 PM - PDG&@: Shashi sir and I was talking - how barc now is giving legitimacy to Nielsen

5/12/20, 6:13 PM - PDG&@: Something we worked hard to drive out at one time

5/12/20, 6:14 PM - Romil Ramgaria Barc: yeah indirectly - in social media etc - also it also helps BARC having the smartphone data and trends which we are also using ॐ~ॐ

5/12/20, 6:14 PM - PDG&@: Is he not involved at all now in all this?

5/12/20, 6:15 PM - Romil Ramgaria Barc: this is weekly connect na - we keep all committees informed - but decision making not really

5/12/20, 6:15 PM - PDG&@: Yes that I get but I still think you are giving them too much "footage"ॐ~ॐ

5/12/20, 6:15 PM - Romil Ramgaria Barc: yes true

5/12/20, 6:16 PM - PDG&@: Considering amount of issues MIB and TRAI had on our simple MDL deal

5/12/20, 6:16 PM - PDG&@: Overtly showing that we are joined in the hips with Nielsen - could give them more justification to say there is more to the deal than meets the eye

5/12/20, 6:17 PM - PDG&@: Anyways his callॐ~ॐ

5/12/20, 6:17 PM - PDG&@: Good or bad both

5/12/20, 6:17 PM - PDG&@: But marathoner - can't get over itॐ~,,ॐ~,,

5/12/20, 6:17 PM - Romil Ramgaria Barc: yes - good and bad both - nielsen is anyways better then kantar

5/12/20, 6:17 PM - Romil Ramgaria Barc: ॐ~ॐ

5/12/20, 6:18 PM - PDG&@: That it is

5/13/20, 1:48 PM - PDG&@: So my mail to Barc on May 22 to be addressed to whom? Manashi? Because she and siva were on the November mail

5/13/20, 1:48 PM - PDG&@: I will send you a draft

5/13/20, 1:48 PM - PDG&@: Or any other suggestions

5/13/20, 4:25 PM - Romil Ramgaria Barc: yes to them only - my suggestion is you can send by friday

5/13/20, 4:25 PM - PDG&@: Ok

5/13/20, 4:25 PM - Romil Ramgaria Barc: rahul is acting weird - else cleared from prashant - will try and sort

5/13/20, 4:25 PM - PDG&@: Include Rahul in mail? Anyone else?

5/13/20, 4:26 PM - Romil Ramgaria Barc: yes can include rahul also -

5/13/20, 4:26 PM - Romil Ramgaria Barc: may be write to rahul and manashi only

5/13/20, 4:26 PM - PDG&@: Rahul Manashi and Siva I think

5/13/20, 4:26 PM - Romil Ramgaria Barc: ok

5/13/20, 4:26 PM - PDG&@: Ok will do on Friday

5/14/20, 11:31 AM - PDG&@: TV9 growing well in Last few weeks - apart from freedish change what all have they done

5/14/20, 11:43 AM - PDG&@: And News18 going down

5/14/20, 1:09 PM - Romil Ramgaria Barc: Will let you know sir

5/15/20, 1:43 PM - PDG&@: Sent mail




5/15/20, 1:43 PM - PDG&@: Forwarded on your Gmail

5/15/20, 2:06 PM - PDG&@: You guys reached out to Richard or afaqs did?

5/15/20, 2:09 PM - Romil Ramgaria Barc: read it - perfect

5/15/20, 2:09 PM - Romil Ramgaria Barc: I did

5/15/20, 2:09 PM - Romil Ramgaria Barc: he has written well

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## Chat With Romil Ramgaria

5/15/20, 2:19 PM - PDGAS: Very well  
 5/15/20, 2:23 PM - Romil Ramgaria Barc: payout issue sorted - mostly a communication coming to you  
 5/15/20, 2:23 PM - Romil Ramgaria Barc: you will receive in may less the tentative recovery portion of Nov - so basically should get around 60-65  
 5/15/20, 2:24 PM - Romil Ramgaria Barc: also siva checked on the GST implication - apparently there won't be any implication like that on transfer of car - so that should also be ok  
 5/15/20, 2:24 PM - PDGAS: Thank god  
 5/15/20, 2:25 PM - PDGAS: So Nov is nil right?  
 5/15/20, 2:25 PM - Romil Ramgaria Barc: Yes - few lacs either you will receive or you will have to pay  
 5/15/20, 2:25 PM - PDGAS: Ok  
 5/15/20, 2:25 PM - Romil Ramgaria Barc: Basis final amounts  
 5/15/20, 2:26 PM - Romil Ramgaria Barc: Plus the car transfer  
 5/15/20, 2:26 PM - PDGAS: Yes  
 5/15/20, 2:27 PM - PDGAS: But - just asking - if I am paying for the car now shouldn't I get the transfer now? What is the correct interpretation  
 5/16/20, 10:45 AM - Romil Ramgaria Barc: Sorry forgot to respond. Can be argued both ways. I think it's ok  
 5/16/20, 10:46 AM - PDGAS: Ok  
 5/16/20, 10:46 AM - PDGAS: But no mail yet  
 5/16/20, 10:48 AM - Romil Ramgaria Barc: May come early next week - will check  
 5/17/20, 2:47 PM - PDGAS: Siva was messaging me some calculations  
 5/17/20, 2:47 PM - PDGAS: I notice everytime figures change - November 19, then April 20 then now May 20  
 5/17/20, 2:48 PM - PDGAS: Showed my displeasure to him  
 5/17/20, 2:58 PM - Romil Ramgaria Barc: Is it? He told me the figures have remained same at gross level - he messaged me that some net 61 going out to you now - and some 20-21 being withheld towards foreclosure and recovery  
 5/17/20, 2:58 PM - PDGAS: Every time it's different  
 5/17/20, 2:59 PM - PDGAS: This foreclosure and recovery again is new  
 5/17/20, 2:59 PM - PDGAS: And some TCS  
 5/17/20, 2:59 PM - PDGAS: Recovery was supposed to be in November alongwith transfer of asset  
 5/17/20, 3:00 PM - Romil Ramgaria Barc: Because they want to take one more firm opinion on sales tax. Yes bank still not given foreclosure charges. They are holding back 5L towards all this - which to me is ok boss -  
 5/17/20, 3:00 PM - Romil Ramgaria Barc: Atleast mentally you won't have a liability to pay in nov  
 5/17/20, 3:00 PM - Romil Ramgaria Barc: Unlikely if there is no sales tax burden -  
 5/17/20, 3:02 PM - Romil Ramgaria Barc: Also if you look at the other way - emi payment is an outflow of every month but not recovering that every month - hence should be ok na  
 5/17/20, 3:02 PM - PDGAS: That's their inefficiency na? Technically I lose interest on that if I have to be sticky - see I may be ok with all this but the fact that numbers change in every iteration bugs me - maybe something is wrong  
 5/17/20, 3:02 PM - PDGAS: Yes but you never know if another calculation will come then  
 5/17/20, 3:02 PM - Romil Ramgaria Barc: Gross level it hasn't changed - it remains same - but I will double check -  
 5/17/20, 3:03 PM - PDGAS: TCS was not there in earlier two calculations

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## Chat With Romil Ramgaria

5/17/20, 3:03 PM - Romil Ramgaria Barc: But if foreclosure happens now, means there will be recovery of 20L from you now and balance payment will happen in nov

5/17/20, 3:03 PM - Romil Ramgaria Barc: Since the difference between foreclosing now and nov is 1-2L you are better off making money in hand

5/17/20, 3:04 PM - PDG&C: That's why I may agree to the 20lac being deducted

5/17/20, 3:04 PM - Romil Ramgaria Barc: As interest income on that will be same

5/17/20, 3:04 PM - PDG&C: But I start not trusting numbers when it changes everytime

5/17/20, 3:04 PM - PDG&C: I remember November calculations had a figure of about 76l in May

5/17/20, 3:05 PM - PDG&C: Then April calculations came as 81l odd

5/17/20, 3:05 PM - Romil Ramgaria Barc: Let me double check this from the old file he had shared -

5/17/20, 3:05 PM - PDG&C: Now it's 61 lacs

5/17/20, 3:05 PM - Romil Ramgaria Barc: This is what I had seen - and hence 20L deduction and 61L payment was making sense

5/17/20, 3:05 PM - PDG&C: You see the flipflop?

5/17/20, 3:06 PM - PDG&C: Yes once you said so I got comfort but not comfortable with Siva's thing

5/17/20, 3:06 PM - PDG&C: Hope he is not making any other mistakes

5/17/20, 3:06 PM - Romil Ramgaria Barc: Let me double check once more

5/17/20, 3:07 PM - PDG&C: Once in February he said company owes me more then after 15 days told it's a mistake

5/17/20, 3:07 PM - PDG&C: This was something on relieving date in system

5/17/20, 3:07 PM - PDG&C: All these do not give you comfort

5/17/20, 3:15 PM - Romil Ramgaria Barc: Yes - siva has been in a big mess. Also on a very sticky wicket - hence is nervous also

5/17/20, 3:15 PM - Romil Ramgaria Barc: Prashant and Rahul both checked these calculations - i also just reconfirmed

5/17/20, 3:16 PM - PDG&C: Ok will go with you

5/17/20, 3:16 PM - Romil Ramgaria Barc: There is a TCS amount of some 1L which is part of 15L deduction - and 5L is on account of foreclosure and other transfer charges -

5/17/20, 3:16 PM - PDG&C: Which will be finally done on actuals I hope

5/17/20, 3:16 PM - Romil Ramgaria Barc: My sense is, if there is no sales tax implication (which currently looks the case) - you should get around 2-3L plus the car in nov - most likely

5/17/20, 3:17 PM - Romil Ramgaria Barc: Yes absolutely

5/17/20, 3:17 PM - PDG&C: Hmmm

5/17/20, 3:17 PM - PDG&C: Separately - call me when you can in the eve - will tell you about some loose talk where your name is coming up - in distribution trade

5/17/20, 3:18 PM - Romil Ramgaria Barc: Yes ok - must be because of TV9 growth -

5/17/20, 3:19 PM - Romil Ramgaria Barc: I also heard the same - but will call you if there is something else

5/17/20, 3:19 PM - PDG&C: No someone else

5/17/20, 3:19 PM - Romil Ramgaria Barc: Ok

5/17/20, 8:10 PM - Romil Ramgaria Barc: Good time?

5/17/20, 8:11 PM - PDG&C: In five pls

5/17/20, 8:11 PM - Romil Ramgaria Barc: 8Y\*

5/17/20, 8:22 PM - Romil Ramgaria Barc: \*Lockdown extended in Tamilnadu until 12am of 31st May.\*

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## Chat With Romil Ramgaria

\*Additional relaxations for 25 districts \*- Coimbatore, Salem, Erode, Thirupur, Namakkal, Karur, Thirunelveli, Tutthukudi, Tenkasi, Kanyakumari, Theni, Madurai, Sivagangai, Virudhunagar, Ramanathapuram, Dindigul, Pudukottai, Trichy, Thiruvavur, Thanjavur, Nagapattinam, Dharmapuri, Krishnagiri, Vellore and Nilagiri.

## \*Relaxations\*

- No need for e-pass for Bus movement within a district.
- People requested to only use transport for work purpose to curb infection.
- However, requirement for e-pass to travel between districts to continue.
- Only 20 people can travel in government or private buses, 7 members in large vans, 3 members in Innova type vehicles and only 2 members can travel in small cars.
- Taxis can be operated within the above mentioned 25 districts (within a district only) without e-pass.
- 100% workforce can be employed for MNREGA projects.
- Except for Chennai City Police limits, 100% workforce is allowed in factories employing below 100 workers, 50% workforce allowed in factories employing more than 100 workers.
- Skeletal crew permitted for maintenance work in private factories and business organisations which were closed during lockdown.
- Exemption give for 12th exam paper correction work.

## General rules

- Should wear masks and maintain social distancing.

## \*Districts without the above relaxations\*.

- Chennai, Kancheepuram, Thiruvallur, Chengalpattu, Villupuram, Cuddalore, Ranipet Thirupathur, Kallakurichi, Thiruvannamalai, Ariyalur and Perambalur.

5/17/20, 8:54 PM - PDG@: It's a bomb

5/17/20, 8:54 PM - Romil Ramgaria Barc: Yeah

5/19/20, 12:37 PM - PDG@: Any analysis on this?

5/19/20, 12:37 PM - PDG@: Btw Sunil thinks I am advising TV9@Y~ „@Y~ „

5/19/20, 12:37 PM - PDG@: You know I am not

5/19/20, 12:39 PM - Romil Ramgaria Barc: Yes. Will chat with you

5/19/20, 3:57 PM - PDG@: What's the Goss behind NDTV price hike?@Y~ „

5/19/20, 4:14 PM - Romil Ramgaria Barc: not sure boss - but looks fishy

5/19/20, 4:21 PM - PDG@: Yes

5/19/20, 4:27 PM - PDG@: Btw - looks like Sony is preparing for transition - NP May retire in a year or so - Danish seems like being groomed for taking over - danish now handles a lot of their stuff apart from just SET

5/19/20, 4:28 PM - PDG@: They are looking for someone to take over Danish's role

5/19/20, 4:28 PM - PDG@: I have recommended you to be considered

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## Chat With Romil Ramgaria

5/19/20, 4:29 PM - PDGÂ@: Let's see  
 5/19/20, 4:30 PM - Romil Ramgaria Barc: ok thanks ðŸ™• sony is a good organisation -  
 5/19/20, 4:31 PM - PDGÂ@: Yes going by the number of years people spend there - it seems good  
 5/19/20, 4:31 PM - Romil Ramgaria Barc: but NP may take the role of chairman emirates variety for some time  
 5/19/20, 4:32 PM - Romil Ramgaria Barc: emeritus  
 5/19/20, 4:32 PM - PDGÂ@: May  
 5/19/20, 4:32 PM - PDGÂ@: He has the trust of the Americans  
 5/19/20, 4:32 PM - Romil Ramgaria Barc: yes -  
 5/19/20, 4:33 PM - PDGÂ@: They were as usual looking at non media  
 5/19/20, 4:33 PM - Romil Ramgaria Barc: i am looking to buy over the ear headphones - you have any recommendation? was looking at JBL  
 5/19/20, 4:33 PM - PDGÂ@: When your name came up they said right - how come never thought  
 5/19/20, 4:33 PM - Romil Ramgaria Barc: doesn't help - many have got and suffered  
 5/19/20, 4:33 PM - PDGÂ@: Yes enough failures  
 5/19/20, 4:33 PM - PDGÂ@: Bose  
 5/19/20, 4:34 PM - PDGÂ@: Noise cancellation ones  
 5/19/20, 4:34 PM - Romil Ramgaria Barc: too expensive boss  
 5/19/20, 4:34 PM - PDGÂ@: Then sony, JBL, Beats  
 5/19/20, 4:34 PM - Romil Ramgaria Barc: even sony is some 201  
 5/19/20, 4:34 PM - Romil Ramgaria Barc: 20K  
 5/19/20, 4:34 PM - PDGÂ@: What's your budget  
 5/19/20, 4:34 PM - Romil Ramgaria Barc: under 10  
 5/19/20, 4:34 PM - PDGÂ@: And you don't want earbuds  
 5/19/20, 4:34 PM - PDGÂ@: Only over the ears  
 5/19/20, 4:35 PM - Romil Ramgaria Barc: no - they are painful - last 1 month my ears has exploded  
 5/19/20, 4:35 PM - Romil Ramgaria Barc: yes  
 5/19/20, 4:35 PM - PDGÂ@: Hahahaha  
 5/19/20, 4:35 PM - PDGÂ@: Yes can't wear for too long  
 5/19/20, 4:35 PM - PDGÂ@: Let me check and tell you  
 5/19/20, 4:35 PM - PDGÂ@: Sennheiser?  
 5/19/20, 4:35 PM - Romil Ramgaria Barc: ok will check on that too  
 5/19/20, 4:35 PM - PDGÂ@: Check beats - it's apple  
 5/19/20, 4:36 PM - Romil Ramgaria Barc: ok will do  
 5/20/20, 4:30 PM - PDGÂ@: You deleted this message  
 5/20/20, 4:30 PM - Romil Ramgaria Barc: White lines is a brand?  
 5/20/20, 4:31 PM - PDGÂ@: Oops sorry  
 5/20/20, 4:32 PM - PDGÂ@: Was meant for a friend  
 5/20/20, 4:32 PM - PDGÂ@: Siva and co didn't replyðŸ™•  
 5/20/20, 4:32 PM - Romil Ramgaria Barc: Ok  
 5/20/20, 4:32 PM - Romil Ramgaria Barc: They should do soon - awaiting SL clearance  
 5/20/20, 7:30 PM - PDGÂ@: [https://www.thesportsnews.in/bcci-looking-to-host-ipl-2020-from-september-25-to-november-1/?fbclid=IwAR2pL\\_uUrXJ22Xv1VIWjro6pDN63Jz9F3DwdlvDUleNj9nBgphYZplMN\\_Fw](https://www.thesportsnews.in/bcci-looking-to-host-ipl-2020-from-september-25-to-november-1/?fbclid=IwAR2pL_uUrXJ22Xv1VIWjro6pDN63Jz9F3DwdlvDUleNj9nBgphYZplMN_Fw)  
 5/21/20, 1:22 PM - PDGÂ@: For this migrant labour issue - are you guys looking at recalibrating universe? Or wait till BI  
 5/21/20, 2:27 PM - Romil Ramgaria Barc: wait for BI only - can't say for sure otherwise

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## Chat With Romil Ramgaria

5/21/20, 2:27 PM - PDG@: hmmm - difficult  
 5/22/20, 10:23 AM - Romil Ramgaria Barc: <Media omitted>  
 5/22/20, 10:27 AM - PDG@: Thanks  
 5/22/20, 10:29 AM - Romil Ramgaria Barc: This is regarding the recent performance of Republic Bharat, News18 India, Zee News and TV9 Bharatvarsh.

PFA a few slides and summary below.

## Channel Level summary:

-Republic Bharat's performance has improved across day parts; Arnab's 7pm slot now operates at 1st/2nd rank; Highest focus on 'Crime/Law & Order' (Palghar killing); Increase in heavy viewers.  
 - TV9's growth is led by freedish improvement, lowest FCT and highest concentration on COVID (India and World)  
 - Zee News' poor performance is led by increase in FCT across multiple dayparts (only channel to increase FCT) and lowest focus on COVID among top 7; DNA continues to do well at No.1 with slight dip in contribution  
 - News18 India only channel in top 7 whose proportion of heavy viewers have declined (vs Wk8-W10); It had good focus on COVID but tried to spread SOD on other genres too like Social and Crime which didn't help as it couldn't stand out in any of these stories; News18 had some advantage of low FCT in earlier weeks of 2020, but it has now lost that to TV9; News18 India decline in heavy news is similar to past trend.

## Detailed Summary: Hindi News Wk16-Wk18:

R Bharat achieved their best performance since launch in Wk16 and became No.2 in Hindi News Genre. It is operating between 2nd/3rd rank since then  
 TV9 Bharatvarsh has moved up to 6th and News18 India at 7th

## ATS &amp; Reach

Only News18 India and Zee Newsâ€™ ATS declined; Republic Bharat achieved higher growth than competitors on both ATS and Cume Reach

News18 India is only channel among Top 7 channel whose Heavy Viewers (viewers contributing more than 20mins) have decreased when comparing W8-W10 Avg with W16-W18 Avg

TV9â€™s heavy viewers grew by highest margin followed by R Bharat

## Day Parts performance:

Republic Bharat and TV9 Bharatvarsh have garnered high growth across Dayparts  
 News18 India and Zee Newsâ€™ growth was lower across Dayparts

News18 Indiaâ€™s lead in the morning TB suffered

Zee News performance during Evening and PT suffered most (contribution from these dayparts have decreased across channels)

## FCT across Day parts:

TV9 Bharatvarsh further reduced FCT during W16-W18; It has lowest FCT across dayparts

Zee News only channel to have increased FCT across multiple dayparts

## FCT at weekly level:

TV9 Bharatvarsh operates at lowest FCT/hour

In earlier weeks News18 India had low FCT competing with TV9, but recently gap increased

Zee News had highest FCT during multiple COVID weeks

## Story Genre:

Genre like â€Healthâ€™ & â€Crime/Law & Orderâ€™ have witnessed an increase in SOD due to â€Coronavirus Outbreakâ€™ & â€Palghar Killingâ€™

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## Chat With Romil Ramgaria

Crime/Law & Order also increased in recent weeks; Focus was highest by R Bharat (Palghar Killing)  
 TV9 Bharatvarsh: Highest focus on Health (COVID)  
 Zee News: Lowest focus on Health  
 News18 India distributed focus on multiple segments  
 5/22/20, 10:32 AM - PDG&@: 8Y'8Y'  
 5/22/20, 1:27 PM - PDG&@: <Media omitted>  
 5/22/20, 1:27 PM - PDG&@: Sent  
 5/22/20, 1:27 PM - PDG&@: Marked Sunil on cc this time  
 5/22/20, 1:31 PM - Romil Ramgaria Barc: 8Y'  
 5/22/20, 1:49 PM - PDG&@: These guys are behaving like assholes  
 5/22/20, 1:49 PM - PDG&@: Can't decide or what  
 5/22/20, 1:50 PM - PDG&@: Getting Sunils view takes so much time  
 5/22/20, 1:51 PM - Romil Ramgaria Barc: Donâ€™t ask boss - it is crazy!  
 5/22/20, 1:51 PM - Romil Ramgaria Barc: Internally everything is clear -  
 5/22/20, 1:51 PM - PDG&@: Then why the silence  
 5/22/20, 1:52 PM - Romil Ramgaria Barc: God knows  
 5/22/20, 1:53 PM - Romil Ramgaria Barc: Will ask manashi to follow up once more with him  
 5/22/20, 1:54 PM - PDG&@: Pls tell her I am quite upset that one can't respond in one whole week  
 5/22/20, 1:54 PM - PDG&@: Height of unprofessional behaviour  
 5/22/20, 1:54 PM - Romil Ramgaria Barc: Yes boss / will do  
 5/22/20, 1:54 PM - PDG&@: And I suggest you don't communicate - let them -!in the present scheme they should  
 5/22/20, 1:55 PM - Romil Ramgaria Barc: Yes - I am not - I am completely out and at the back only - I shouldnâ€™t say this, but I had not been involved you would have got nothing in May  
 5/22/20, 1:56 PM - PDG&@: Can imagine  
 5/22/20, 1:56 PM - Romil Ramgaria Barc: In the wake of legal interpretation and finance issues etc - too much democracy without thought and end objective  
 5/22/20, 1:56 PM - PDG&@: Yes be in the background  
 5/22/20, 1:56 PM - Romil Ramgaria Barc: Yes  
 5/22/20, 1:56 PM - PDG&@: But them asking you to talk to me is wrong  
 5/22/20, 1:56 PM - PDG&@: It's their primary responsibility  
 5/22/20, 1:57 PM - Romil Ramgaria Barc: It is - I agree - I shouldnâ€™t have agreed to that also in hindsight  
 5/22/20, 1:57 PM - Romil Ramgaria Barc: Atleast there would have been some fire  
 5/22/20, 1:57 PM - PDG&@: Next mail will be with Punit in cc  
 5/22/20, 1:58 PM - Romil Ramgaria Barc: Yes if you donâ€™t get answer by Monday, you should  
 5/22/20, 2:00 PM - PDG&@: <Media omitted>  
 5/22/20, 2:01 PM - Romil Ramgaria Barc: 8Y'  
 5/22/20, 2:05 PM - PDG&@: <Media omitted>  
 5/22/20, 2:06 PM - Romil Ramgaria Barc: 8Y'  
 5/22/20, 5:22 PM - PDG&@: Even after all this transfer didn't happen  
 5/22/20, 5:23 PM - PDG&@: Just imagine what suppliers face then  
 5/22/20, 5:23 PM - Romil Ramgaria Barc: let me check -  
 5/22/20, 5:24 PM - Romil Ramgaria Barc: its happening today  
 5/22/20, 5:24 PM - PDG&@: Aren't banking hours over?  
 5/22/20, 5:25 PM - Romil Ramgaria Barc: SL cleared it after your mail - but thats sad  
 5/22/20, 5:25 PM - PDG&@: Oh  
 5/22/20, 5:25 PM - PDG&@: He said differently

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## Chat With Romil Ramgaria

5/22/20, 5:25 PM - Romil Ramgaria Barc: RTGS has cut off at 630pm  
 5/22/20, 5:25 PM - PDGÂ©: See this at 2 pm  
 5/22/20, 5:25 PM - Romil Ramgaria Barc: you want in icici or HDFC  
 5/22/20, 5:25 PM - PDGÂ©: Ok  
 5/22/20, 5:26 PM - PDGÂ©: Icici  
 5/22/20, 5:26 PM - Romil Ramgaria Barc: ok  
 5/22/20, 6:32 PM - Romil Ramgaria Barc: Dear Sir, total amount of rs.61.01L already uploaded vide reference number B143201745HR in yes bank into Partho sirs ICICI account...  
 5/22/20, 6:32 PM - Romil Ramgaria Barc: there is some gateway issues coming wch is not enabling approvals and hence the NEFT number is not getting generated...but its uploaded...keeping you informed sir...thanks  
 5/22/20, 6:34 PM - PDGÂ©: ØY`Š  
 5/22/20, 6:34 PM - PDGÂ©: He waits till 630  
 5/22/20, 6:35 PM - Romil Ramgaria Barc: Thatâ€™s him!  
 5/22/20, 6:35 PM - PDGÂ©: Yes  
 5/22/20, 8:15 PM - PDGÂ©: Dear Sir, total amount of rs.61.01L being FFS second instalment already uploaded vide reference number B143201745HR in yes bank into your ICICI account...Multiple gateway issues happened in authorisors logins from evening sir...the credit wl thus happen on Tuesday as tomorrow is 4th Saturday sir...pls bear with us...the transfer wl surely happen as reference number has already been generated in yes bank ie B143201745HR...thanks  
 5/22/20, 8:15 PM - PDGÂ©: ØY`Š  
 5/22/20, 8:17 PM - Romil Ramgaria Barc: ØY`• has asked him to directly inform you  
 5/22/20, 8:17 PM - PDGÂ©: He is a total sashole  
 5/24/20, 11:37 AM - PDGÂ©: iPad mini - all generations same size no?  
 5/24/20, 11:37 AM - PDGÂ©: Buying a cover  
 5/24/20, 11:38 AM - Romil Ramgaria Barc: Yes. I have used 3 and all of them have been same  
 5/24/20, 11:38 AM - PDGÂ©: Ok  
 5/24/20, 11:39 AM - PDGÂ©: Nobody is delivering to dosti acres ØY`Š  
 5/24/20, 11:39 AM - PDGÂ©: Amazon or flipkart  
 5/24/20, 11:39 AM - Romil Ramgaria Barc: Yes. Wadala is containment zone  
 5/24/20, 11:39 AM - Romil Ramgaria Barc: I am also trying since few days  
 5/24/20, 11:39 AM - PDGÂ©: Is it  
 5/24/20, 11:39 AM - Romil Ramgaria Barc: Will probably get it delivered somewhere else and then pick up  
 5/24/20, 11:42 AM - PDGÂ©: Hmmm  
 5/25/20, 9:24 PM - Romil Ramgaria Barc: <Media omitted>  
 5/25/20, 9:24 PM - Romil Ramgaria Barc: Karan joharâ€™s 2 household staff covid positive!!  
 5/25/20, 9:29 PM - PDGÂ©: Fuck  
 5/25/20, 9:29 PM - PDGÂ©: Now it's all over  
 5/25/20, 9:29 PM - PDGÂ©: Earlier you heard of people you don't know  
 5/25/20, 9:29 PM - Romil Ramgaria Barc: Yes. Getting bad and out of control now  
 5/25/20, 9:29 PM - PDGÂ©: Now it's two degrees of separation  
 5/25/20, 9:30 PM - PDGÂ©: Mumbai is particularly bad  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>  
 5/25/20, 9:30 PM - PDGÂ©: <Media omitted>

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## Chat With Romil Ramgaria

5/26/20, 12:20 PM - PDG&@: Received today  
 5/26/20, 12:20 PM - Romil Ramgaria Barc: ॐ'•  
 5/26/20, 12:21 PM - PDG&@: But someone should mark me a mail with details of calculations  
 5/26/20, 12:21 PM - PDG&@: It's good for barc records and mine too  
 5/26/20, 12:21 PM - Romil Ramgaria Barc: yes -  
 5/26/20, 1:11 PM - PDG&@:  
[https://twitter.com/being\\_django/status/1260998195234078721?s=08](https://twitter.com/being_django/status/1260998195234078721?s=08)  
 5/26/20, 1:36 PM - Romil Ramgaria Barc: surprised to see Rajdeep's name is backstabbing allegation -  
 5/26/20, 1:36 PM - Romil Ramgaria Barc: good for Faye to get mentioned alongside others  
 5/26/20, 1:42 PM - PDG&@: Yesॐ~\$  
 5/26/20, 1:43 PM - PDG&@: This is the typical delhi senior journo game - they get too big for their boots  
 5/26/20, 1:43 PM - Romil Ramgaria Barc: yes - power goes into the head  
 5/26/20, 1:43 PM - PDG&@: Yes clearly  
 5/26/20, 9:46 PM - PDG&@: There are some Market rumours of changes in zee - you have heard?  
 5/26/20, 9:46 PM - Romil Ramgaria Barc: Yes. Rumours that PG being ousted by investors. But I find it tough  
 5/26/20, 9:47 PM - Romil Ramgaria Barc: You have heard anything else  
 5/26/20, 9:47 PM - PDG&@: I have also heard something at CEO level  
 5/26/20, 9:47 PM - PDG&@: Yes same here - their investors are bought out anyways  
 5/26/20, 9:48 PM - PDG&@: It's not a straight investment deal  
 5/26/20, 9:48 PM - Romil Ramgaria Barc: Yeah - but without PG may be tough to run that place -  
 5/26/20, 9:48 PM - PDG&@: Nobody is indispensable but  
 5/26/20, 9:48 PM - Romil Ramgaria Barc: But because of SC involvement still - may be triggered by that  
 5/26/20, 9:49 PM - Romil Ramgaria Barc: That's true  
 5/26/20, 9:49 PM - Romil Ramgaria Barc: Organisation is bigger than people  
 5/26/20, 9:49 PM - PDG&@: And mishra is quite in control of ops  
 5/26/20, 9:49 PM - PDG&@: Yes  
 5/26/20, 9:49 PM - Romil Ramgaria Barc: Yes - but completely out of financials and pl management  
 5/26/20, 9:49 PM - PDG&@: But this move will need an active investor  
 5/26/20, 9:50 PM - PDG&@: That's what family controls  
 5/26/20, 9:50 PM - Romil Ramgaria Barc: Yes - will try and find out  
 5/26/20, 9:50 PM - PDG&@: Yes try  
 5/26/20, 9:50 PM - PDG&@: I am too  
 5/26/20, 9:53 PM - Romil Ramgaria Barc: But I feel this will be all rumours - as always  
 5/26/20, 9:53 PM - PDG&@: Yes very likely  
 5/26/20, 9:54 PM - PDG&@: Doesn't seem logical  
 5/26/20, 9:54 PM - Romil Ramgaria Barc: He may make PM the scapegoat if at all it comes to that  
 5/26/20, 9:54 PM - Romil Ramgaria Barc: He is also in PR these days and PM is again off the grid  
 5/26/20, 9:54 PM - PDG&@: Only theory could be mishra could be removed because only he is a ready successor of PG is removed  
 5/26/20, 9:55 PM - PDG&@: So could be a pre emptive strike  
 5/26/20, 9:55 PM - PDG&@: But I doubt  
 5/26/20, 9:55 PM - Romil Ramgaria Barc: Yeah

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## Chat With Romil Ramgaria

5/26/20, 11:11 PM - PDG&@: <Media omitted>  
 5/27/20, 1:26 PM - PDG&@: <Media omitted>  
 5/27/20, 1:26 PM - PDG&@: The demo of the Apple glasses 8Y'™ Pre-production model 8Y'™.  
 5/27/20, 1:26 PM - PDG&@: <Media omitted>  
 5/28/20, 7:37 PM - PDG&@: We are releasing in June a deeper analytical tool which will help both the agencies as well as the broadcasters.â€¢  
 5/28/20, 7:37 PM - PDG&@: What's this?  
 5/28/20, 7:38 PM - PDG&@: Same yumi?  
 5/28/20, 7:47 PM - Romil Ramgaria Barc: no-  
 5/28/20, 7:47 PM - Romil Ramgaria Barc: built another product  
 5/28/20, 7:47 PM - Romil Ramgaria Barc: where did he say this?  
 5/28/20, 8:29 PM - PDG&@: We wiped out Rs 20 crore cost this year: Sunil Lulla - <https://www.exchange4media.com/media-tv-news/we-wiped-out-rs-20-crore-cost-this-year-sunil-lulla-104924.html>  
 5/28/20, 8:30 PM - PDG&@: Planning? Who built  
 5/28/20, 8:41 PM - Romil Ramgaria Barc: We only built with Markdata. More from deep analytics standpoint - which gives more analysis compared to yumi. Largely for broadcasters  
 5/28/20, 8:41 PM - Romil Ramgaria Barc: Also including a better promo planning module which you had stated since long  
 5/28/20, 9:18 PM - PDG&@: Oh ok  
 5/29/20, 10:49 PM - PDG&@: Any idea when are shoots starting  
 5/29/20, 10:51 PM - Romil Ramgaria Barc: Kannada TN and Kerala started. AP in first week June. Bangla in 2/3 weeks. Marathi and Hindi likely by June end/July first week  
 5/29/20, 10:52 PM - PDG&@: K  
 5/31/20, 12:09 PM - PDG&@: <Media omitted>  
 5/31/20, 12:09 PM - PDG&@: Nto victims?  
 5/31/20, 12:14 PM - Romil Ramgaria Barc: Yes. Next year pix will also shut - they will not have any English play from next year onwards  
 5/31/20, 12:15 PM - PDG&@: Other networks?  
 5/31/20, 12:16 PM - Romil Ramgaria Barc: Other networks still plan to continue - my sense is Viacom should also shut - but letâ€™s see  
 5/31/20, 12:17 PM - PDG&@: Hmmm could be part of their recast  
 5/31/20, 12:19 PM - Romil Ramgaria Barc: Cooors bangla and Colors super will be on reruns - no original programming there  
 5/31/20, 12:19 PM - PDG&@: Even after shoot resumes?  
 5/31/20, 12:19 PM - Romil Ramgaria Barc: Yes -  
 5/31/20, 12:19 PM - PDG&@: Colors super as in second kannada right?  
 5/31/20, 12:19 PM - Romil Ramgaria Barc: They will not have bangla original play - Colors Kannada will continue  
 5/31/20, 12:20 PM - Romil Ramgaria Barc: Yes  
 5/31/20, 12:20 PM - PDG&@: Ok  
 5/31/20, 12:21 PM - PDG&@: Launching super was another of sudhanshus mistakes  
 5/31/20, 12:22 PM - Romil Ramgaria Barc: Yes - Kannada was a dead market and not needed  
 5/31/20, 12:24 PM - PDG&@: Embattled editorial line-up at BCCL-Times of India group, that is looking for personal redemption and sustenance among other media giants to stay afloat over weak forecast with collapse of over 40 % emerging markets and 30 % for dollar trading in India, this week saw hectic pitched battles outside and inside its virtual newsroom amid murmurs that its Mumbai-based editorial director Jaideep Bose was planning to step down â€¢ that later turned out to be a deceptive ploy.

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## Chat With Romil Ramgaria

Many at top BCCL management said that Bose has been pilloried over the scandals involving his two men TOI executive Diwakar Asthana and his deputy Rajeev Deshpande who directly report to him. Bose is likely to continue in his given role but the company is firm on releasing expensive deadwood like Asthana and Deshpande to infuse fresh energy.

Apart from them, the incumbent managing editor Rohit Saran has been retained despite his persistence over personal reasons to quit but will be in a consulting role to help the synergies between print and digital editions of flagship brands and help the company find ways to monetise them.

A set of 361 items containing recorded tapes of Asthana with screenshots of social media app exchanges were earlier supplied to top executives of the group individually as well first family members.

The context of conversations has ranged between favouring NSA moves over extraditions and Kashmir plans post article 370 while specific instances were made in his successful front page coverages to ensure he overshadowed Union home minister Amit Shah. In lieu, Asthana its believed also sought help for 11 sleuths and officials working in foreign postings.

The conversations, its believed, also range with news plants by Asthana seeking change of guards in several units of BJP including Delhi, West Bengal and Himachal Pradesh and discontentment over selection of J P Nadda by Shah as saffron outfit's new choice.

One of the conversation, it is also believed that Asthana sought interference over an NPA account of a Ghaziabad-based packaging firm facing liquidity crisis and being given a tender at an IT unit under a top ministry.

Its unclear if BCCL management and the family is looking to terminate contracts for both Asthana and Deshpande right away over their ages and scandals but specific messages were relayed by the esteemed office of Prime Minister between February 16 and May 7 on Asthana's unwanted involvement in the party's functioning and change of portfolios of ministries of trade and commerce, civil aviation, urban development, steel and external affairs.

The executives also confirmed that June will be see a third salary cut to align its skewed Rs 390-crore monthly expenditure spread disproportionate assets and workforce.

The group has also finalised its decision to terminate all extensions of its consultants, both above 55 and those with salaries above Rs 1 crore, while believing thats imprudent to squander wealth on news collection while focussing on nurturing inexpensive talent.

Top BCCL executives have confirmed that the despite company's robust fiscal health amid global crisis that has shut several businesses across the world, it will resume its powerful pull-out of the Delhi Times (DT) even though the circulation in Maharashtra of its broadsheet and entertainment supplement is yet to begin.

5/31/20, 12:24 PM - PDG@: Saw this? No idea if it's fake

5/31/20, 12:24 PM - PDG@: Looks someone internal is planting these

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## Chat With Romil Ramgaria

5/31/20, 12:32 PM - Romil Ramgaria Barc: Yes looks like - BCCL is no different than a political party  
 5/31/20, 12:39 PM - PDGÂ©: But low PR skillsðŸ™„, since they never fought competition  
 5/31/20, 12:39 PM - Romil Ramgaria Barc: Hmmm  
 5/31/20, 12:39 PM - PDGÂ©: Internally totally political  
 5/31/20, 1:01 PM - Romil Ramgaria Barc: <Media omitted>  
 5/31/20, 1:01 PM - Romil Ramgaria Barc: <Media omitted>  
 5/31/20, 1:01 PM - Romil Ramgaria Barc: Bengal shoot also likely to start in 2nd fortnight  
 5/31/20, 1:01 PM - PDGÂ©: Ok  
 5/31/20, 1:09 PM - Romil Ramgaria Barc: I meant on-air - shooting time start around 5/6 June  
 5/31/20, 1:12 PM - PDGÂ©: Ok  
 5/31/20, 1:38 PM - Romil Ramgaria Barc: Andy kaplan ex boss of the tv networks of Sony bought AXN for many parts of Asia fyi  
 5/31/20, 1:41 PM - PDGÂ©: Oh  
 5/31/20, 1:42 PM - PDGÂ©: So will he run the channel for india?  
 5/31/20, 1:42 PM - PDGÂ©: That announcement sounded like it's being discontinued  
 5/31/20, 2:00 PM - Romil Ramgaria Barc: Donâ€™t know that - letâ€™s see  
 5/31/20, 6:01 PM - Romil Ramgaria Barc: <https://variety.com/2020/tv/news/kc-global-media-andy-kaplan-george-chien-sony-asia-networks-1234603247/amp/>

this looks like part of global restructuring where AXN, animax have been sold off by Sony globally. India market was never important for them beyond distribution revenues.

5/31/20, 6:02 PM - PDGÂ©: Hmmm  
 5/31/20, 10:43 PM - PDGÂ©: <Media omitted>  
 5/31/20, 10:46 PM - PDGÂ©:  
<https://m.timesofindia.com/entertainment/hindi/bollywood/news/shootings-for-shows-and-films-to-commence-in-a-week/articleshow/76122779.cms>  
 6/3/20, 1:20 PM - PDGÂ©: If you remember, we had a proposal for a troll army of verified handles  
 6/3/20, 1:20 PM - PDGÂ©: Do you have it? Need one for client  
 6/3/20, 1:30 PM - Romil Ramgaria Barc: I had him in my phone...let me check and revert  
 6/3/20, 1:32 PM - PDGÂ©: K  
 6/3/20, 6:11 PM - PDGÂ©: Any luck?  
 6/3/20, 7:17 PM - Romil Ramgaria Barc: Saheb Agency 09.vcf (file attached)  
 6/3/20, 7:17 PM - Romil Ramgaria Barc: Didnâ€™t have the earlier no. You can try them.  
 6/3/20, 7:17 PM - Romil Ramgaria Barc: They also do this  
 6/3/20, 7:18 PM - Romil Ramgaria Barc: They are our social media agency currently  
 6/3/20, 7:18 PM - PDGÂ©: thank you so much  
 6/4/20, 2:57 PM - PDGÂ©: <https://www.adnews.com.au/news/australian-broadcasters-and-9galaxy-launch-demand-side-buying-platform>  
 6/4/20, 2:58 PM - PDGÂ©: This is what barc should be doing  
 6/4/20, 3:03 PM - Romil Ramgaria Barc: yes read this - this is good  
 6/4/20, 3:12 PM - PDGÂ©: Check out trade desk  
 6/4/20, 3:12 PM - PDGÂ©: Another demand side platform  
 6/4/20, 3:13 PM - Romil Ramgaria Barc: hmm ok  
 6/8/20, 2:16 PM - Romil Ramgaria Barc: <Media omitted>  
 6/8/20, 2:17 PM - Romil Ramgaria Barc: Quite a negative view on TV on FY basis

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## Chat With Romil Ramgaria

6/8/20, 2:17 PM - PDGÂ©: Hmmm will read  
 6/8/20, 2:17 PM - PDGÂ©: Most consultants are saying that  
 6/8/20, 2:17 PM - Romil Ramgaria Barc: Yeah -  
 6/8/20, 2:20 PM - PDGÂ©: But digital guys are gaining  
 6/8/20, 2:21 PM - PDGÂ©: And will get a springboard in this  
 6/8/20, 2:21 PM - Romil Ramgaria Barc: Even digital is under stress is what I heard - ad revenues -  
 6/8/20, 2:21 PM - Romil Ramgaria Barc: Subscription yes  
 6/8/20, 2:22 PM - PDGÂ©: Tiktok Google FB - all 20-25% up in May compared to April  
 6/8/20, 2:22 PM - Romil Ramgaria Barc: Yes compared to April even TV will be that  
 6/8/20, 2:22 PM - PDGÂ©: Tv us flat  
 6/8/20, 2:22 PM - Romil Ramgaria Barc: Because from 30rs, they have gone to 40rs  
 6/8/20, 2:22 PM - PDGÂ©: Is  
 6/8/20, 2:22 PM - Romil Ramgaria Barc: In India  
 6/8/20, 2:23 PM - Romil Ramgaria Barc: And April will be close to 50rs  
 6/8/20, 2:24 PM - PDGÂ©: What is 50 rs?  
 6/8/20, 2:24 PM - PDGÂ©: Tv in April - gec was down 70-80%  
 6/8/20, 2:24 PM - PDGÂ©: News 25-30%  
 6/8/20, 2:25 PM - PDGÂ©: Most are expecting a sharp rise October onwards  
 6/8/20, 2:25 PM - Romil Ramgaria Barc: Yes - in June likely to be down by 50-% compared to 70% in April  
 6/8/20, 2:25 PM - PDGÂ©: I doubt that a bit  
 6/8/20, 2:25 PM - Romil Ramgaria Barc: Let's hope  
 6/8/20, 2:25 PM - PDGÂ©: Digital will come back faster  
 6/8/20, 2:26 PM - Romil Ramgaria Barc: Yeah  
 6/8/20, 5:17 PM - Romil Ramgaria Barc: Mail to Andy came with the following response back  
 6/8/20, 5:17 PM - Romil Ramgaria Barc: Andy Brown is no longer with Kantar. Please redirect your email to georgina.clapham@kantar.com. Thank you.  
 6/8/20, 5:23 PM - PDGÂ©: Yes he has left post eric  
 6/8/20, 5:23 PM - PDGÂ©: A new guy has been appointed by Bain  
 6/8/20, 5:23 PM - Romil Ramgaria Barc: Oh - wasn't aware - it didn't come in news also na?  
 6/8/20, 5:24 PM - PDGÂ©: Yes it came in Daily Research - that international one  
 6/8/20, 5:24 PM - PDGÂ©: But just two lines  
 6/8/20, 5:25 PM - PDGÂ©: Meanwhile read this  
 6/8/20, 5:26 PM - PDGÂ©: <Media omitted>  
 6/8/20, 5:26 PM - PDGÂ©: You may know her  
 6/8/20, 5:26 PM - PDGÂ©: Sir H. N. Reliance Foundation Hospital brings a home quarantine service that offers a comprehensive solution in safety of your home for COVID positive and symptomatic patients. 15 Day home quarantine packages for individual starting at Rs. 375/- per day. To know more about the packages call us on our toll-free number â€ 1800221166 or 9324947776.  
 6/8/20, 5:26 PM - PDGÂ©: <Media omitted>  
 6/8/20, 5:27 PM - PDGÂ©: Your mom is here or in cal  
 6/8/20, 5:27 PM - PDGÂ©: Be careful  
 6/8/20, 5:28 PM - Romil Ramgaria Barc: Yes read it - it came in our society group also  
 6/8/20, 5:28 PM - Romil Ramgaria Barc: Here only -  
 6/8/20, 5:29 PM - PDGÂ©: Take care boss  
 6/8/20, 5:29 PM - Romil Ramgaria Barc: <Media omitted>  
 6/8/20, 5:29 PM - PDGÂ©: It's all over now

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## Chat With Romil Ramgaria

6/8/20, 5:29 PM - Romil Ramgaria Barc: This looks better ðŸˆˆ†  
 6/8/20, 5:29 PM - Romil Ramgaria Barc: From the Burmanâ€™s  
 6/8/20, 5:29 PM - PDGÂ©: My first floor tenant - a critical care doctor in hinduja - he has tested positive two days back  
 6/8/20, 5:30 PM - PDGÂ©: Yes  
 6/8/20, 5:30 PM - Romil Ramgaria Barc: Oh god! Hope he will recover soon -  
 6/8/20, 5:30 PM - PDGÂ©: Has a two month old baby  
 6/8/20, 5:30 PM - Romil Ramgaria Barc: If you take good care, you will recover  
 6/8/20, 5:30 PM - Romil Ramgaria Barc: Thatâ€™s sad!  
 6/8/20, 5:31 PM - PDGÂ©: Yes  
 6/9/20, 1:03 PM - Romil Ramgaria Barc: Last 5/6 slides may be relevant -  
 6/9/20, 1:03 PM - Romil Ramgaria Barc: <Media omitted>  
 6/9/20, 1:07 PM - PDGÂ©: Shutdown of regional channels means like dilli aaj tak?  
 6/9/20, 1:07 PM - Romil Ramgaria Barc: out of freedish  
 6/9/20, 1:07 PM - PDGÂ©: Which else  
 6/9/20, 1:08 PM - Romil Ramgaria Barc: <Media omitted>  
 6/9/20, 1:09 PM - PDGÂ©: Oh ok  
 6/9/20, 1:51 PM - PDGÂ©: The FCT slide is not clear - but maybe my iOS issue - will check on computer  
 6/9/20, 7:00 PM - Romil Ramgaria Barc: <https://www.beet.tv/2020/06/disney-taps-samba-tv-nielsen-xandr-for-ad-scale-measurement-nelson.html>  
 6/9/20, 7:03 PM - PDGÂ©: Addressable is big in US now  
 6/9/20, 7:03 PM - PDGÂ©: Btw have you heard of the 4c thing progressing?  
 6/9/20, 7:04 PM - PDGÂ©: I get a feeling Disney is not encouraging hotstar projects  
 6/9/20, 7:04 PM - Romil Ramgaria Barc: Yes it is - but delayed by 3-4m because of the situation  
 6/9/20, 7:04 PM - PDGÂ©: Hmmm I was also told delayed  
 6/9/20, 7:04 PM - Romil Ramgaria Barc: That may tie up with what they want to do - cross platform even they want  
 6/9/20, 7:04 PM - PDGÂ©: But I have this feeling  
 6/9/20, 7:05 PM - Romil Ramgaria Barc: I think it will happen - because it will be unique to them.  
 6/9/20, 7:05 PM - PDGÂ©: Yes but they may replicate what they do in US - not just for india  
 6/9/20, 7:05 PM - PDGÂ©: Hmmm let's see  
 6/9/20, 7:05 PM - PDGÂ©: It's a brilliant thing to do and Uday was behind it  
 6/9/20, 7:05 PM - Romil Ramgaria Barc: Yes - but itâ€™s the same thing - tying up with partners in respective territories -  
 6/9/20, 7:05 PM - PDGÂ©: Do you see Madhavan active?  
 6/9/20, 7:06 PM - Romil Ramgaria Barc: Not as much as Sanjay  
 6/9/20, 7:06 PM - PDGÂ©: Yes get the same feeling  
 6/11/20, 10:15 AM - Romil Ramgaria Barc: <Media omitted>  
 6/11/20, 10:16 AM - Romil Ramgaria Barc: This was presented at a webinar - forwarding as you may find it relevant  
 6/11/20, 10:21 AM - PDGÂ©: Thank you  
 6/12/20, 12:57 PM - PDGÂ©: whats the story here?  
 6/12/20, 12:57 PM - PDGÂ©: <https://bestmediainfo.com/2020/06/india-ahead-ceo-chetan-sharma-moves-on-sudeep-mukhia-to-lead-editorial/>  
 6/12/20, 1:13 PM - Romil Ramgaria Barc: <Media omitted>  
 6/12/20, 1:43 PM - PDGÂ©: Can you get the column headers?  
 6/12/20, 1:43 PM - Romil Ramgaria Barc: it is there in the below table  
 6/12/20, 1:45 PM - PDGÂ©: Correct  
 6/12/20, 6:21 PM - PDGÂ©: Prashant doesn't report to you?

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## Chat With Romil Ramgaria

6/16/20, 9:32 AM - Romil Ramgaria Barc: <https://www.cnbc.com/2020/06/05/states-lean-toward-pushing-to-break-up-googles-ad-tech-business.html>

6/16/20, 9:33 AM - PDGÂ©: Hmmm typical - whenever it becomes too big this proposal comes - even with FB there is something like this

6/16/20, 9:33 AM - Romil Ramgaria Barc: yeah - even amazon

6/16/20, 9:33 AM - PDGÂ©: Yes

6/16/20, 9:33 AM - Romil Ramgaria Barc: only apple is ok since they are only into hardware business so far

6/16/20, 9:34 AM - PDGÂ©: Yes exception

6/16/20, 9:34 AM - PDGÂ©: Is there some conflict between Shashi and Sunil happening?

6/16/20, 9:36 AM - Romil Ramgaria Barc: no conflict per se - but not a warm relationship - its a cold relationship

6/16/20, 9:36 AM - Romil Ramgaria Barc: also tech com role is diminishing honestly

6/16/20, 9:36 AM - Romil Ramgaria Barc: OC and discom are more powerful

6/16/20, 9:37 AM - PDGÂ©: He expressed something to a third person mentioning Sunils ego

6/16/20, 9:37 AM - PDGÂ©: This person called me

6/16/20, 9:37 AM - PDGÂ©: Hence asking

6/16/20, 9:38 AM - Romil Ramgaria Barc: that is there - you know shashi - he will not tell you anything on face but judge whether your relationship will be warm or not

6/16/20, 9:38 AM - PDGÂ©: Yes

6/16/20, 9:38 AM - PDGÂ©: He also mentioned some change is coming

6/16/20, 9:39 AM - PDGÂ©: I know Gauravjeet and Sunil had a bitter exchange some time back

6/16/20, 9:39 AM - Romil Ramgaria Barc: who mentioned?

6/16/20, 9:39 AM - Romil Ramgaria Barc: not that i am aware of

6/16/20, 9:40 AM - PDGÂ©: Basically Shashi forgets that Sunil may not give him the same bhao and respect that you and me used to give

6/16/20, 9:40 AM - PDGÂ©: He should just leave and not get humiliated

6/16/20, 9:41 AM - PDGÂ©: This third person was told by Shashi

6/16/20, 9:41 AM - PDGÂ©: Yes this i know - couple of months back

6/16/20, 9:41 AM - Romil Ramgaria Barc: ok -

6/16/20, 5:54 PM - PDGÂ©: <https://www.insidesport.co/ipl-2020-tentative-dates-for-ipl-2020-sep-26th-to-nov-8th/>

6/16/20, 6:41 PM - PDGÂ©: They will suck out all money from festive market

6/16/20, 6:45 PM - Romil Ramgaria Barc: Yes

6/18/20, 9:41 PM - PDGÂ©: Didn't see heads up today

6/18/20, 9:41 PM - PDGÂ©: I missed?

6/18/20, 9:42 PM - Romil Ramgaria Barc: 5pm got uploaded

6/18/20, 9:42 PM - PDGÂ©: The mail?

6/18/20, 9:42 PM - Romil Ramgaria Barc: Morning mail didnâ€™t go. Time was uncertain

6/18/20, 9:43 PM - PDGÂ©: So won't be sent?

6/18/20, 9:43 PM - PDGÂ©: I look at the pdf hence was checking

6/18/20, 9:45 PM - Romil Ramgaria Barc: Missed voice call

6/18/20, 9:46 PM - Romil Ramgaria Barc: <Media omitted>

6/18/20, 9:46 PM - PDGÂ©: Oh cool

6/18/20, 9:47 PM - PDGÂ©: Mere ko bhej diya karo pls

6/18/20, 9:48 PM - Romil Ramgaria Barc: Yes sir

6/18/20, 9:48 PM - PDGÂ©: 89~5

6/22/20, 10:54 AM - PDGÂ©: Captain has covid?



## Chat With Romil Ramgaria

6/22/20, 10:55 AM - Romil Ramgaria Barc: yup  
 6/22/20, 10:55 AM - PDG&@: Must be using driver etc to go to ofc  
 6/22/20, 10:55 AM - PDG&@: Sad  
 6/22/20, 10:55 AM - Romil Ramgaria Barc: no- he didn't come to office only  
 6/22/20, 10:55 AM - PDG&@: Last week?  
 6/22/20, 10:55 AM - Romil Ramgaria Barc: looks like by stepping outside or something  
 6/22/20, 10:55 AM - Romil Ramgaria Barc: he did not come  
 6/22/20, 10:56 AM - PDG&@: Oh  
 6/22/20, 10:56 AM - Romil Ramgaria Barc: but in home quarantine  
 6/22/20, 10:56 AM - Romil Ramgaria Barc: so will be ok  
 6/22/20, 10:56 AM - Romil Ramgaria Barc: attending calls etc also - so ok  
 6/22/20, 10:56 AM - PDG&@: Ok good  
 6/22/20, 10:57 AM - Romil Ramgaria Barc: you came to know from BARC or outside?  
 6/22/20, 10:57 AM - PDG&@: Outside  
 6/22/20, 10:57 AM - PDG&@: Let it be - don't mention  
 6/22/20, 10:57 AM - Romil Ramgaria Barc: humm - we came to know 90 mins back-  
 6/22/20, 10:57 AM - Romil Ramgaria Barc: word travels  
 6/22/20, 10:57 AM - Romil Ramgaria Barc: yeah i am not  
 6/22/20, 10:57 AM - PDG&@: Yes  
 6/22/20, 10:58 AM - Romil Ramgaria Barc: but am sure there will be an article soon  
 6/22/20, 10:58 AM - PDG&@: Whatever we talk I don't even mention to anyone in barc - when they talk to me - you never know  
 6/22/20, 10:58 AM - PDG&@: Yes but it's a sad thing  
 6/22/20, 10:58 AM - PDG&@: Hope journos understand that  
 6/22/20, 10:59 AM - Romil Ramgaria Barc: yeah agree  
 6/24/20, 2:45 PM - PDG&@: <Media omitted>  
 6/24/20, 2:46 PM - PDG&@: These figures include mobile viewership? As in digital?  
 6/24/20, 2:46 PM - Romil Ramgaria Barc: no - only TV -  
 6/24/20, 2:46 PM - Romil Ramgaria Barc: picked up from the report hence says BARC-nielsen ॐY-ॐ  
 6/24/20, 2:47 PM - PDG&@: So Nielsen has appropriated the TV measurement as BarC Nielsen ?ॐY=“  
 6/24/20, 2:47 PM - PDG&@: Smart of them though  
 6/24/20, 2:47 PM - Romil Ramgaria Barc: Similarly in many digital reports BARC name is also being quoted  
 6/24/20, 2:47 PM - PDG&@: Hmmm  
 6/24/20, 2:49 PM - PDG&@: ॐY-ॐ  
 6/25/20, 8:00 PM - PDG&@: Noticed - Aaj tak, india tv and TV9 bharat same ATS?  
 6/25/20, 8:00 PM - PDG&@: This week  
 6/25/20, 8:20 PM - Romil Ramgaria Barc: TV9 has been higher ATS earlier also. But gap increased  
 6/25/20, 8:34 PM - PDG&@: Yes higher than Aajtak and india tv at total level  
 6/25/20, 8:35 PM - PDG&@: What magic is this?  
 6/25/20, 8:35 PM - PDG&@: Something to do with new algo?  
 6/25/20, 8:35 PM - PDG&@: Not that they have too many stars or big stories  
 6/25/20, 8:49 PM - Romil Ramgaria Barc: Will chat with you tomorrow  
 6/26/20, 12:26 PM - Romil Ramgaria Barc: do you remember we having something called "ethics committee" ever?  
 6/26/20, 12:41 PM - PDG&@: No  
 6/26/20, 12:44 PM - PDG&@: We has some discussion on something like High table  
 6/26/20, 12:44 PM - PDG&@: With santosh Desai etc



## Chat With Romil Ramgaria

6/26/20, 12:44 PM - PDGAS: Paritosh was doing it  
 6/26/20, 12:45 PM - PDGAS: I never pursued it  
 6/26/20, 12:45 PM - PDGAS: This is mentioned in TRAI old document too  
 6/26/20, 12:46 PM - PDGAS: But all these were suggestions  
 6/26/20, 12:46 PM - Romil Ramgaria Barc: hmm ok  
 6/26/20, 12:46 PM - PDGAS: Why? Audit?  
 6/26/20, 12:49 PM - Romil Ramgaria Barc: no - some discussion on this - i was also surprised and rajni claimed that there was an ethics committee earlier etc...  
 6/26/20, 12:50 PM - Romil Ramgaria Barc: its a mad-house right now  
 6/26/20, 12:52 PM - PDGAS: Will call you  
 6/26/20, 12:52 PM - PDGAS: Out now  
 6/26/20, 12:52 PM - Romil Ramgaria Barc: yes ok  
 6/26/20, 1:33 PM - PDGAS: Maybe they are referring to what we called Disciplinary Committee  
 6/26/20, 1:33 PM - PDGAS: Back home tried calling  
 6/26/20, 1:33 PM - PDGAS: You can call anytime  
 6/26/20, 1:38 PM - Romil Ramgaria Barc: Missed voice call  
 6/26/20, 2:35 PM - PDGAS: Btw you want to use this new email service Hey.com? It's an invite only service - check out it's features - very good for people who has large email load with spams etc  
 6/26/20, 2:35 PM - PDGAS: I have a code that can invite you to start using  
 6/26/20, 2:36 PM - PDGAS: If you want to let me know  
 6/26/20, 2:36 PM - Romil Ramgaria Barc: Yeah sure - will try  
 6/26/20, 2:36 PM - PDGAS: Paid service both on iOS and Android  
 6/26/20, 2:36 PM - PDGAS: I am liking it  
 6/26/20, 2:36 PM - Romil Ramgaria Barc: Ok  
 6/26/20, 2:36 PM - PDGAS: Sending on your gmail  
 6/26/20, 2:36 PM - Romil Ramgaria Barc: Ok  
 6/26/20, 2:38 PM - PDGAS: I have forwarded my other mail's to hey  
 6/26/20, 2:38 PM - PDGAS: Beautiful logic to segregate mails  
 7/1/20, 12:30 PM - PDGAS: TV9 distribution is handled by an external agency "Get connected" who promise ratings  
 7/1/20, 12:31 PM - PDGAS: so its not surprising 8Y™,  
 7/1/20, 12:32 PM - Romil Ramgaria Barc: but ATS across markets sir?  
 7/1/20, 12:32 PM - PDGAS: thaty also can be ensured na?8Y™,  
 7/1/20, 12:32 PM - PDGAS: hence mentioned outside distri  
 7/1/20, 12:32 PM - PDGAS: your vigilance guys should step up  
 7/1/20, 9:22 PM - Romil Ramgaria Barc: tomorrow is going to be a fun day 8Y~\$  
 7/1/20, 9:23 PM - PDGAS: Is it?8Y™,  
 7/1/20, 9:23 PM - Romil Ramgaria Barc: yeah - wait for 11am 8Y~\$  
 7/1/20, 9:23 PM - PDGAS: Yes  
 7/1/20, 9:24 PM - PDGAS: New algorithm for outliers at play?  
 7/1/20, 9:24 PM - Romil Ramgaria Barc: no  
 7/1/20, 9:24 PM - PDGAS: Oh ok  
 7/1/20, 9:24 PM - Romil Ramgaria Barc: nothing on that  
 7/1/20, 9:24 PM - PDGAS: Stalemate  
 7/1/20, 9:24 PM - Romil Ramgaria Barc: normal consumer behaviour change  
 7/1/20, 9:24 PM - PDGAS: Ok  
 7/1/20, 9:24 PM - Romil Ramgaria Barc: But U know the market - shoot the messenger  
 7/1/20, 9:25 PM - PDGAS:  
<https://www.instagram.com/p/CCEliYwpYVw/?igshid=kljd0lsga9ni>  
 7/1/20, 9:25 PM - PDGAS: Saw this?

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## Chat With Romil Ramgaria

7/1/20, 9:25 PM - PDGAS: Yes always  
 7/1/20, 9:25 PM - PDGAS: Madhavan did a town hall today  
 7/1/20, 9:25 PM - PDGAS: Hinted not opening till November December bloke most MNCs  
 7/1/20, 9:25 PM - PDGAS: Like  
 7/1/20, 9:26 PM - Romil Ramgaria Barc: Crazy  
 7/1/20, 9:26 PM - PDGAS: Only Zee and you guys rushed  
 7/1/20, 9:26 PM - Romil Ramgaria Barc: We rushed because of Zee  
 7/1/20, 9:27 PM - PDGAS: Boss this Maharashtra govt rules will make me mad - opening not opening - my only entertainment was a bit driving around - that also stopped now  
 7/1/20, 9:27 PM - PDGAS: That I realised  
 7/1/20, 9:27 PM - Romil Ramgaria Barc: Yeah it is crazy! 2km is ridiculous  
 7/1/20, 9:27 PM - PDGAS: Absolutely  
 7/1/20, 9:27 PM - PDGAS: Why have they opened shops  
 7/1/20, 9:27 PM - PDGAS: No customer can reach them  
 7/1/20, 9:28 PM - Romil Ramgaria Barc: Yes - and no relaxation on trains also  
 7/1/20, 9:28 PM - PDGAS: Just two days back I was planning to go to GKB in dadar  
 7/1/20, 9:28 PM - PDGAS: Now cant  
 7/1/20, 9:28 PM - Romil Ramgaria Barc: Actually initial few days surveillance is high. It will ease post -  
 7/1/20, 9:28 PM - Romil Ramgaria Barc: You don't have a press card?  
 7/1/20, 9:43 PM - PDGAS: No - got stolen in Paris  
 7/1/20, 9:43 PM - PDGAS: Yes  
 7/2/20, 11:20 AM - PDGAS: fuck  
 7/2/20, 11:20 AM - PDGAS: there will be fire  
 7/2/20, 11:20 AM - Romil Ramgaria Barc: Yes sir  
 7/2/20, 11:24 AM - PDGAS: 8Y-5  
 7/2/20, 12:35 PM - PDGAS: are they on landing in most places??  
 7/2/20, 12:36 PM - PDGAS: even your Eng news ATS must be cause for concern for some of your friends 8Y-5  
 7/2/20, 12:48 PM - Romil Ramgaria Barc: Hindi is too big for now before English comes up  
 7/2/20, 12:50 PM - PDGAS: 8Y-5  
 7/2/20, 12:50 PM - PDGAS: ? Tv9?  
 7/2/20, 12:52 PM - Romil Ramgaria Barc: Not really  
 7/2/20, 12:53 PM - PDGAS: Hmmm ok  
 7/2/20, 12:53 PM - PDGAS: Zee news rise is also surprising  
 7/2/20, 12:55 PM - Romil Ramgaria Barc: Zee News:  
 &C The channel had grew more compared to genre on all days and across regions. Rise in performance is driven by ATS only  
 &C The channel had highest focus on top story &C Face-off between Indian & Chinese troops&C throughout the week  
 &C Also, FCT was unchanged in current week  
 7/2/20, 12:56 PM - PDGAS: Ok  
 7/2/20, 4:12 PM - PDGAS: You have taken hathway optical?  
 7/2/20, 4:21 PM - Romil Ramgaria Barc: Yes  
 7/2/20, 5:31 PM - Romil Ramgaria Barc: Missed voice call  
 7/2/20, 6:30 PM - PDGAS: \*SPECIAL OFFER PLAN\*

HATHWAY CABLE &  
 DATA COM LTD

PLAN - \*Gpon 300 Mbps Pre MONT 1000.Gb Qtrly = 3000.GB\*

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## Chat With Romil Ramgaria

AFTAR FUP 2.Mbps UNLIMITED 3.MONTH

Plan Amt. \*3750\* +

GET. 18% \*675\*

INST FREE

WI FI ROUTER FREE

\*TOTAL = 4425\*

7/2/20, 6:30 PM - PDGÂ@: This is the plan  
 7/2/20, 6:33 PM - Romil Ramgaria Barc: 022-68768200  
 7/2/20, 6:33 PM - Romil Ramgaria Barc: hathway number  
 7/2/20, 6:33 PM - PDGÂ@: Thanks  
 7/2/20, 6:34 PM - Romil Ramgaria Barc: <Media omitted>  
 7/2/20, 6:34 PM - Romil Ramgaria Barc: he is on this plan  
 7/2/20, 6:34 PM - PDGÂ@: Which flat is he in blossoms  
 7/2/20, 6:34 PM - Romil Ramgaria Barc: a 902  
 7/2/20, 6:35 PM - PDGÂ@: Ok  
 7/2/20, 6:36 PM - PDGÂ@: Recently installed right?  
 7/2/20, 6:36 PM - Romil Ramgaria Barc: yes  
 7/2/20, 6:36 PM - PDGÂ@: K  
 7/2/20, 6:39 PM - PDGÂ@: My sis in law will call them up to check if they are happy  
 7/2/20, 6:39 PM - PDGÂ@: She is in A1603  
 7/2/20, 6:39 PM - Romil Ramgaria Barc: yes ok - they are very happy  
 7/2/20, 6:39 PM - Romil Ramgaria Barc: installed 2 days back  
 7/2/20, 6:40 PM - PDGÂ@: Cool  
 7/7/20, 7:23 PM - Romil Ramgaria Barc: <Media omitted>  
 7/7/20, 7:23 PM - PDGÂ@: 8Y"8Y"  
 7/7/20, 7:24 PM - PDGÂ@: So people are circulating a telegu video of tampering and blaming hindi channel?8Y"  
 7/7/20, 7:24 PM - Romil Ramgaria Barc: Ya - crazy - and theories that same organization - we took the bull by the horn -  
 7/7/20, 7:25 PM - PDGÂ@: Bakwaas  
 7/7/20, 7:25 PM - Romil Ramgaria Barc: I think todayâ€™s BMI article was good  
 7/7/20, 7:25 PM - PDGÂ@: Yes  
 7/7/20, 7:25 PM - PDGÂ@: Will put pressure on tv9 too  
 7/7/20, 7:25 PM - Romil Ramgaria Barc: Yes absolutely  
 7/7/20, 7:25 PM - PDGÂ@: I just can't fathom the numbers  
 7/7/20, 7:25 PM - PDGÂ@: Your vigilance guys are not up there  
 7/7/20, 7:27 PM - Romil Ramgaria Barc: Hmmm - but Donâ€™t see anything odd - If it is true it will be well orchestrated and will be running like a massive operation - and which cannot be hidden for long  
 7/7/20, 7:27 PM - PDGÂ@: thats true  
 7/7/20, 7:27 PM - Romil Ramgaria Barc: I donâ€™t think there is a tampering issue -  
 7/7/20, 7:27 PM - PDGÂ@: one has to keep looking  
 7/7/20, 7:27 PM - Romil Ramgaria Barc: Yeah true that  
 7/7/20, 7:27 PM - PDGÂ@: then what else?  
 7/7/20, 7:27 PM - Romil Ramgaria Barc: Will have to keep eyes open  
 7/7/20, 7:27 PM - PDGÂ@: no apparent reason for such high ATS  
 7/7/20, 7:28 PM - Romil Ramgaria Barc: However - unfortunately people are liking the crap - the dramatization  
 7/7/20, 7:28 PM - PDGÂ@: reach and all i can still understand  
 7/7/20, 7:28 PM - PDGÂ@: good old india TV days  
 7/7/20, 7:28 PM - PDGÂ@: before barc



## Chat With Romil Ramgaria

7/7/20, 7:28 PM - Romil Ramgaria Barc: I also feel it will come down over a period if they don't move to stories and don't cover breaking mess

7/7/20, 7:28 PM - Romil Ramgaria Barc: News

7/7/20, 7:28 PM - PDG@: remember those bhoot pret stories

7/7/20, 7:28 PM - Romil Ramgaria Barc: Yes and news nation jungle

7/7/20, 7:28 PM - PDG@: yes

7/7/20, 7:28 PM - PDG@: exactly

7/8/20, 1:43 PM - PDG@: Anybody senior you know in hathway?

7/8/20, 1:43 PM - PDG@: Facing huge problems for a small job

7/8/20, 1:43 PM - Romil Ramgaria Barc: You can raise with Anuj

7/8/20, 1:43 PM - PDG@: Being tossed between building bosses and workmen

7/8/20, 1:43 PM - PDG@: Anuj?

7/8/20, 1:43 PM - PDG@: He has influence?

7/8/20, 1:44 PM - Romil Ramgaria Barc: Yes - he heads that piece overall now

7/8/20, 1:44 PM - PDG@: Between hathway den etc?

7/8/20, 1:44 PM - Romil Ramgaria Barc: Yes

7/8/20, 1:44 PM - PDG@: Ok will ping

7/8/20, 3:42 PM - PDG@: Anil Baluni - media secretary of BJP has apparently commented to someone - bahut garbar hai BARC mein - we are looking at changing things

7/8/20, 3:43 PM - PDG@: This is for your eyes only

7/8/20, 3:55 PM - Romil Ramgaria Barc: Hmmm

7/9/20, 11:03 AM - PDG@: <https://indiantelevision.com/television/tv-channels/gecs/digital-is-pushing-other-mediums-towards-accountability-200709>

7/9/20, 11:03 AM - PDG@: Hardly anyone spoke on attribution 8Y~\$

7/9/20, 11:04 AM - PDG@: That was the topic

7/9/20, 11:22 AM - Romil Ramgaria Barc: :| too evolved for anyone on the panel

7/9/20, 11:24 AM - PDG@: 8Y~,,

7/9/20, 11:55 AM - Romil Ramgaria Barc: <https://bestmediainfo.com/2020/07/deregulate-entire-tv-broadcasting-sector-instead-of-regulating-ott-say-top-broadcasters/>

7/9/20, 11:55 AM - Romil Ramgaria Barc: double standards - news guys run to babu's for regulating the measurement and playing in their hands

7/9/20, 11:56 AM - Romil Ramgaria Barc: this industry will never come out of regulation - thanks to news

7/9/20, 11:56 AM - PDG@: Absolutely

7/9/20, 11:56 AM - PDG@: Govt also loves to meddle and control

7/9/20, 11:56 AM - PDG@: Hence they will not let go

7/9/20, 11:57 AM - Romil Ramgaria Barc: yes absolutely - to keep the tight leash

7/9/20, 11:57 AM - PDG@: This amit khare is an asshole - looks like it - but gives saintly statements

7/9/20, 11:59 AM - Romil Ramgaria Barc: yes absolutely - doesn't know anything

7/9/20, 12:03 PM - PDG@: Still TV9 number 28Y~,,

7/9/20, 12:05 PM - Romil Ramgaria Barc: Yup

7/9/20, 12:21 PM - PDG@: Zee HSM Urban GRP? Don't see in top 10

7/9/20, 12:22 PM - PDG@: And star plus

7/9/20, 12:29 PM - Romil Ramgaria Barc: Can't be. Let me check

7/9/20, 12:32 PM - PDG@: <Media omitted>

7/9/20, 12:37 PM - Romil Ramgaria Barc: Star plus is there - Zee is outside top 10

7/9/20, 12:37 PM - PDG@: Yes that's what I said

7/9/20, 12:37 PM - PDG@: What are the grps

7/9/20, 12:37 PM - PDG@: Star Plus and zee

7/9/20, 12:37 PM - Romil Ramgaria Barc: Oh - I read star plus not there

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## Chat With Romil Ramgaria

7/9/20, 12:37 PM - Romil Ramgaria Barc: Star plus is around 230 and Zee around 55

7/9/20, 12:37 PM - Romil Ramgaria Barc: Urban 2+

7/9/20, 12:38 PM - PDGÂ©: Fuck

7/9/20, 12:38 PM - PDGÂ©: What is zee doing

7/9/20, 12:38 PM - Romil Ramgaria Barc: Crazy - they didnâ€™t get the lockdown right. Letâ€™s see if the recovery happens with the originals returning

7/9/20, 12:39 PM - PDGÂ©: That may happen and Star Plus may fall with new shows

7/9/20, 12:39 PM - Romil Ramgaria Barc: Yeah - May happen -

7/9/20, 12:39 PM - PDGÂ©: But typically - like Pradeep hejmadi - heads would have rolled in zee by now

7/9/20, 12:39 PM - Romil Ramgaria Barc: With all four starting news shows, star will see a decline

7/9/20, 12:39 PM - PDGÂ©: Yes mostly

7/9/20, 12:40 PM - Romil Ramgaria Barc: But even if they have manage to be 200 plus, that will be good

7/9/20, 12:40 PM - PDGÂ©: Yes

7/9/20, 12:40 PM - Romil Ramgaria Barc: Yeah - but in SC regime - not in PG so much

7/9/20, 12:40 PM - PDGÂ©: Yes but am sure SC is doing things from behind

7/9/20, 12:41 PM - PDGÂ©: He cannot just sleep on zee

7/9/20, 12:42 PM - Romil Ramgaria Barc: Yes agree

7/9/20, 5:20 PM - Romil Ramgaria Barc: <Media omitted>

7/9/20, 5:20 PM - PDGÂ©: Thanks

7/9/20, 7:23 PM - PDGÂ©: <Media omitted>

7/9/20, 7:23 PM - PDGÂ©: <Media omitted>

7/9/20, 7:23 PM - PDGÂ©: <Media omitted>

7/9/20, 7:23 PM - PDGÂ©: Going around

7/9/20, 7:23 PM - PDGÂ©: Unsigned

7/9/20, 7:23 PM - PDGÂ©: From an unknown email id

7/9/20, 7:23 PM - PDGÂ©: Just for your eyes

7/9/20, 7:23 PM - PDGÂ©: Don't transmit

7/9/20, 7:23 PM - PDGÂ©: We can guess who draftedðŸ™„

7/9/20, 7:24 PM - Romil Ramgaria Barc: I know sir. From mediaezpoze

7/9/20, 7:24 PM - PDGÂ©: ðŸ™„

7/9/20, 7:24 PM - Romil Ramgaria Barc: NBA leaked it

7/9/20, 7:24 PM - PDGÂ©: Yee

7/9/20, 7:24 PM - PDGÂ©: Yes

7/9/20, 7:24 PM - PDGÂ©: But unsigned letter no media of repete carries

7/9/20, 7:25 PM - Romil Ramgaria Barc: Yeah thatâ€™s why unsigned

7/9/20, 7:25 PM - Romil Ramgaria Barc: And that why went to trade

7/9/20, 7:25 PM - Romil Ramgaria Barc: Came to us for our response also

7/9/20, 7:25 PM - PDGÂ©: If they want media coverage they should have sent signed one

7/9/20, 7:25 PM - PDGÂ©: Yes it went to trade sites

7/9/20, 7:28 PM - PDGÂ©: The language is disturbing as usual - wanting changes

7/9/20, 7:28 PM - Romil Ramgaria Barc: Yes. Will chat

7/9/20, 8:28 PM - Romil Ramgaria Barc: Missed voice call

7/9/20, 10:18 PM - Romil Ramgaria Barc:  
<https://brandequity.economictimes.indiatimes.com/news/media/nepals-cable-tv-operators-take-indian-news-channels-off-air-except-doordarshan/76878901>

7/9/20, 10:47 PM - PDGÂ©: Boy

7/9/20, 10:50 PM - PDGÂ©: Hello Everyone,

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## Chat With Romil Ramgaria

I am starting my new venture, a food app that will help all of you reduce weight drastically.

Basically it works as follows:

You order, we don't deliver!

Seeking your support as always....

7/10/20, 10:59 PM - PDGAS: <Media omitted>

7/10/20, 10:59 PM - PDGAS:

<https://twitter.com/smritikiran/status/1281539195652038656?s=08>

7/11/20, 2:56 PM - PDGAS: is it true that tv9 ATS peaks in middle of night?  
overheard some discussion in NBA

7/11/20, 2:57 PM - Romil Ramgaria Barc: No. They get 0.2% of their ratings from night - similar to all channels - outliers being discussed as always

7/11/20, 2:57 PM - PDGAS: weird

7/11/20, 2:57 PM - PDGAS: someone was authoritatively telling me

7/11/20, 2:58 PM - PDGAS: usual gossip mongering

7/11/20, 2:58 PM - Romil Ramgaria Barc: Yeah - this will go on for some time

7/11/20, 2:58 PM - Romil Ramgaria Barc: One vs all ðŸˆ’ repeat of the past

7/11/20, 2:58 PM - PDGAS: ðŸˆ’-ðŸˆ’-ðŸˆ’

7/11/20, 2:59 PM - PDGAS: check if the Hemant guy - of tv9 - ex Rajat - still has blessings of PMO

7/11/20, 3:00 PM - Romil Ramgaria Barc: Hmmm ok

7/13/20, 5:52 PM - PDGAS: I am bound by my confidentiality contracts about my clients - however, I am aware of rumours about TV9 association - which is baseless - I am not associated with TV9

7/13/20, 5:52 PM - PDGAS: My official reply to Manashi

7/13/20, 5:52 PM - PDGAS: She has been asked by sunil to ask me

7/13/20, 5:52 PM - Romil Ramgaria Barc: ðŸˆ’

7/13/20, 5:52 PM - PDGAS: Assholes

7/13/20, 5:53 PM - PDGAS: He is the one who started this rumour

7/13/20, 5:53 PM - Romil Ramgaria Barc: Absolute / but too much discussion on this - more external

7/13/20, 5:53 PM - Romil Ramgaria Barc: And now your old friend stepping up the narrative on this

7/13/20, 5:53 PM - PDGAS: He has to be responsible about what he says whom

7/13/20, 5:53 PM - PDGAS: Useless

7/13/20, 5:53 PM - Romil Ramgaria Barc: That he will never agree

7/13/20, 5:53 PM - PDGAS: I know

7/13/20, 5:54 PM - PDGAS: But how can he even ask

7/13/20, 5:54 PM - PDGAS: I am being nice to reply

7/13/20, 5:54 PM - PDGAS: I can refuse to reply too

7/13/20, 5:54 PM - Romil Ramgaria Barc: Yes - agreed - add the word currently

7/13/20, 5:54 PM - Romil Ramgaria Barc: Currently not associated

7/13/20, 5:54 PM - PDGAS: They will think that I was earlier - thought and didn't add

7/13/20, 5:55 PM - Romil Ramgaria Barc: Ok

7/13/20, 5:55 PM - Romil Ramgaria Barc: ðŸˆ’

7/13/20, 6:53 PM - PDGAS: Who owns tv9 now

7/13/20, 6:53 PM - PDGAS: Earlier was the anchor who came and met us - then some scam came out and he was shunted out - right?

7/13/20, 6:55 PM - PDGAS: Ravi Prakash

7/13/20, 6:55 PM - Romil Ramgaria Barc: Yes - he longer owns it

7/13/20, 6:55 PM - Romil Ramgaria Barc: There is a business group now

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## Chat With Romil Ramgaria

7/20/20, 4:01 PM - PDGÂ@: This year will be a different diwali na  
 7/20/20, 4:01 PM - PDGÂ@: Usually it dips right - north india  
 7/20/20, 4:01 PM - Romil Ramgaria Barc: It dips in HSM  
 7/20/20, 4:01 PM - PDGÂ@: Yes  
 7/20/20, 4:10 PM - PDGÂ@: Toi journos called me  
 7/20/20, 4:10 PM - PDGÂ@: Directed them to BARC  
 7/20/20, 4:10 PM - PDGÂ@: Something going on between Star and BCCI  
 7/20/20, 4:11 PM - Romil Ramgaria Barc: Yes  
 7/21/20, 1:21 PM - PDGÂ@: Any reason why my twitter feed for hindi GEC and hindi and English news got stopped? The service is continuing I see  
 7/21/20, 1:22 PM - Romil Ramgaria Barc: no reason - let me check  
 7/21/20, 1:22 PM - PDGÂ@: Froll issue? Or someone stopped  
 7/21/20, 1:22 PM - Romil Ramgaria Barc: must be an issue - no one stopped  
 7/21/20, 1:22 PM - PDGÂ@: Hmmm  
 7/22/20, 12:45 PM - PDGÂ@: Punit finally attended?  
 7/22/20, 1:07 PM - Romil Ramgaria Barc: yes  
 7/22/20, 1:08 PM - PDGÂ@: ðŸ˜Š  
 7/23/20, 11:41 AM - PDGÂ@: <Media omitted>  
 7/23/20, 11:41 AM - PDGÂ@: So kundali and kumkum Again to the rescue  
 7/23/20, 11:41 AM - PDGÂ@: No new shows of star showing - They didn't start Last week? Or none performed  
 7/23/20, 12:01 PM - Romil Ramgaria Barc: they did and doing fine also  
 7/23/20, 12:01 PM - Romil Ramgaria Barc: in hsm urban many star plus shows are there  
 7/23/20, 12:02 PM - PDGÂ@: <Media omitted>  
 7/23/20, 12:02 PM - PDGÂ@: But still mahabharat ðŸ˜Š  
 7/23/20, 12:02 PM - Romil Ramgaria Barc: yes -  
 7/23/20, 4:38 PM - Romil Ramgaria Barc: <Media omitted>  
 7/23/20, 4:38 PM - Romil Ramgaria Barc: Speed at my place - got this sorted since it was a pain  
 7/23/20, 4:39 PM - PDGÂ@: Fibre na?  
 7/23/20, 4:39 PM - Romil Ramgaria Barc: Hathway  
 7/23/20, 4:40 PM - PDGÂ@: You used hathway speed test? Or normal speed test  
 7/23/20, 4:40 PM - PDGÂ@: Mine is similar now - hathway fibre one  
 7/23/20, 4:40 PM - Romil Ramgaria Barc: Normal speed test  
 7/23/20, 4:40 PM - PDGÂ@: Hathway speed test will show 250ðŸ˜Š,,  
 7/23/20, 4:41 PM - Romil Ramgaria Barc: Hathway shows me 99  
 7/23/20, 4:42 PM - PDGÂ@: Oh  
 7/23/20, 4:42 PM - PDGÂ@: At my place huge difference  
 7/23/20, 7:53 PM - PDGÂ@: <Media omitted>  
 7/23/20, 7:53 PM - PDGÂ@: Upload speed much more than downloadðŸ˜Š,,  
 7/23/20, 8:30 PM - Romil Ramgaria Barc: ðŸ˜Š  
 7/24/20, 6:02 PM - PDGÂ@: <Media omitted>  
 7/24/20, 6:02 PM - PDGÂ@: Fuck  
 7/24/20, 6:03 PM - Romil Ramgaria Barc: Uday would have irked them further - plus JIO playing  
 7/24/20, 6:03 PM - PDGÂ@: Yes both  
 7/24/20, 6:05 PM - PDGÂ@: I don't understand something - Jio sure has the data - has computing infra - but do they have people to interpret and present the data? MsCI etc etc  
 7/24/20, 6:05 PM - Romil Ramgaria Barc: <Media omitted>  
 7/24/20, 6:05 PM - PDGÂ@: I think like Star they will struggle too  
 7/24/20, 6:06 PM - PDGÂ@: Same Arvind - ass  
 7/24/20, 6:06 PM - PDGÂ@: What's happening on BARC reccos - MIB doing something?



## Chat With Romil Ramgaria

7/24/20, 6:07 PM - PDG&A: This news channel fracas May make them act too  
 7/24/20, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
 7/24/20, 10:16 PM - PDG&A: Thanks  
 7/24/20, 10:16 PM - PDG&A: Saw the announcement but not the document  
 7/24/20, 10:16 PM - PDG&A: Something is happening in zee boardroom  
 7/24/20, 10:17 PM - PDG&A: And their effort in getting money  
 7/24/20, 10:17 PM - PDG&A: Will get dope  
 7/24/20, 10:17 PM - PDG&A: Even the current CFO apparently wants to leave  
 7/24/20, 11:01 PM - Romil Ramgaria Barc: They are in a messed up state. Will chat with you tomorrow  
 7/24/20, 11:02 PM - PDG&A: K  
 7/25/20, 12:16 AM - PDG&A: 0Y™,

<https://www.mrweb.com/drno/news30041.htm?s=09>

7/25/20, 11:40 AM - PDG&A: ZEEL records 41% growth in domestic business for Q4 FY20 - <https://www.exchange4media.com/media-tv-news/zeel-records-41-growth-in-domestic-business-for-q4-fy20-106383.html>  
 7/25/20, 11:40 AM - PDG&A: Have you understood how 41%?  
 7/25/20, 11:40 AM - PDG&A: Am I missing something?  
 7/25/20, 11:44 AM - PDG&A: oh this - The drop in advertising revenue was largely offset by a 41% jump in domestic subscription revenues, driven by implementation of the new tariff order last year and growth in ZEE's subscription revenues, the company said.  
 7/25/20, 11:44 AM - PDG&A: but what a headline  
 7/25/20, 1:42 PM - Romil Ramgaria Barc: Yeah - completely misleading - results are all screwed up  
 7/25/20, 5:55 PM - PDG&A: Saw these?  
 7/25/20, 5:55 PM - PDG&A: [https://www.linkedin.com/posts/sivakumar-sundaram-6b601342\\_timesofindia-morningmotivation-fitness-activity-6692754181276667904-Wr3W](https://www.linkedin.com/posts/sivakumar-sundaram-6b601342_timesofindia-morningmotivation-fitness-activity-6692754181276667904-Wr3W)  
 7/25/20, 5:55 PM - PDG&A: [https://www.linkedin.com/posts/partha-sinha-7a5609\\_lovemypaper-timesofindia-ugcPost-6692685171688251392-CmYr](https://www.linkedin.com/posts/partha-sinha-7a5609_lovemypaper-timesofindia-ugcPost-6692685171688251392-CmYr)  
 7/28/20, 11:54 AM - PDG&A: <Media omitted>  
 7/28/20, 11:54 AM - PDG&A: Who are these  
 7/28/20, 11:59 AM - Romil Ramgaria Barc: Sony & IndiaCast  
 7/28/20, 11:59 AM - PDG&A: k  
 7/28/20, 4:35 PM - Romil Ramgaria Barc:  
<https://bestmediainfo.com/2020/07/government-s-new-print-media-policy-may-boost-digital-adex-shrink-print-revenues/>  
 7/28/20, 4:35 PM - Romil Ramgaria Barc: will this have an impact on TOI revenues?  
 7/28/20, 4:35 PM - PDG&A: Yes a bit  
 7/28/20, 4:36 PM - PDG&A: Because of English cap  
 7/28/20, 4:36 PM - PDG&A: And part of overall budget going to digital  
 7/28/20, 4:38 PM - Romil Ramgaria Barc: with Times broadcast and print both suffering, its a tough year for them  
 7/28/20, 4:44 PM - PDG&A: Print in very bad shape this year  
 7/28/20, 4:44 PM - PDG&A: Tv was bad anyways  
 7/28/20, 4:45 PM - PDG&A: Print funds tv and online anyways  
 7/28/20, 4:45 PM - Romil Ramgaria Barc: yeah - thankfully for online they have carved out and raised money - so no real dependancy on prit  
 7/28/20, 4:45 PM - Romil Ramgaria Barc: print  
 7/28/20, 4:46 PM - PDG&A: How much do you think online makes

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## Chat With Romil Ramgaria

7/28/20, 4:46 PM - PDGÂ@: Any real document you have seen?  
 7/28/20, 4:47 PM - Romil Ramgaria Barc: not really - online a loss making business for them - however now funded by Tencent - Chinese money 8Y~€  
 7/28/20, 4:47 PM - Romil Ramgaria Barc: they will make 300-500cr losses this year also in my view  
 7/28/20, 4:47 PM - PDGÂ@: But that may be a small sum - not seen figures anywhere  
 7/28/20, 4:47 PM - Romil Ramgaria Barc: but that's the trick for valuation - more the losses more the value  
 7/28/20, 4:47 PM - PDGÂ@: Yes  
 7/28/20, 4:48 PM - PDGÂ@: I suspect their revenues  
 7/28/20, 4:48 PM - PDGÂ@: Mostly online revenues were half print ones  
 7/28/20, 4:49 PM - PDGÂ@: At one time they would print an ad on print with a small strip below saying supported by Indiatimes  
 7/28/20, 4:49 PM - PDGÂ@: Online would get 90% of invoicing and print 10  
 7/28/20, 4:49 PM - PDGÂ@: Then it vecamam 50-50  
 7/28/20, 4:49 PM - Romil Ramgaria Barc: hmm - to shore up revenues and get investor  
 7/28/20, 4:49 PM - PDGÂ@: Don't know how it is now  
 7/28/20, 4:50 PM - PDGÂ@: So revenues may be fictitious  
 7/28/20, 4:50 PM - Romil Ramgaria Barc: yeah - but crazy  
 7/28/20, 4:50 PM - Romil Ramgaria Barc: apparently times broadcast for profitable in fy19 and fy20  
 7/28/20, 4:50 PM - Romil Ramgaria Barc: this year they are into existential crisis  
 7/28/20, 4:50 PM - PDGÂ@: Again I doubt - you know costs and revenues  
 7/28/20, 4:51 PM - PDGÂ@: Some accounting jugglery  
 7/28/20, 4:51 PM - PDGÂ@: You saw the TGBCL numberdaar per returns  
 7/28/20, 4:51 PM - PDGÂ@: It was profit  
 7/28/20, 4:51 PM - Romil Ramgaria Barc: yeah can be - but the only surprise to me was distribution - they are net positive there-  
 7/28/20, 4:51 PM - PDGÂ@: But that can't be size of company  
 7/28/20, 4:51 PM - PDGÂ@: Losses they are putting in bccl  
 7/28/20, 4:51 PM - PDGÂ@: To save tax  
 7/28/20, 4:51 PM - PDGÂ@: No all will be losses  
 7/28/20, 4:52 PM - Romil Ramgaria Barc: which I didn't expect - I was always of the view that they are nett carriage paying company  
 7/28/20, 4:52 PM - PDGÂ@: Yes they are net carriage  
 7/28/20, 4:52 PM - PDGÂ@: Carriage Plus landing minus subscription has to be negative  
 7/28/20, 4:52 PM - Romil Ramgaria Barc: but I am told they are net positive since last 2 years  
 7/28/20, 4:52 PM - PDGÂ@: Again accounting  
 7/28/20, 4:53 PM - PDGÂ@: Some in TGBCL some in bccl  
 7/28/20, 4:53 PM - Romil Ramgaria Barc: yeah don't know - but than why will MK survive for so long  
 7/28/20, 4:54 PM - PDGÂ@: Point  
 7/28/20, 4:54 PM - PDGÂ@: But some like MK, TK, have this amazing ability to manage shareholders inspite of bad performance  
 7/28/20, 4:54 PM - Romil Ramgaria Barc: yeah true  
 7/28/20, 4:55 PM - Romil Ramgaria Barc: the letter "K" has some power 8Y~€ even for Ekta  
 7/28/20, 4:55 PM - PDGÂ@: 8Y~, 8Y~,  
 7/28/20, 4:55 PM - PDGÂ@: Another man who manages shareholders well -RJ

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## Chat With Romil Ramgaria

7/28/20, 4:56 PM - Romil Ramgaria Barc: yeah - by being a yes man largely  
 7/28/20, 4:56 PM - Romil Ramgaria Barc: and understanding the pulse  
 7/28/20, 4:56 PM - PDG@: YesðŸ™„  
 7/28/20, 4:56 PM - PDG@: Getting into a call  
 7/28/20, 4:56 PM - PDG@: Will chat again  
 7/28/20, 4:56 PM - Romil Ramgaria Barc: ok ðŸ™„  
 7/29/20, 2:34 PM - PDG@: Abhishek Joshi of P&G moved out of marketing right?  
 7/29/20, 2:35 PM - Romil Ramgaria Barc: Yes. He is brand head Pampers now  
 7/29/20, 2:35 PM - PDG@: And who is CMO  
 7/29/20, 2:36 PM - Romil Ramgaria Barc: Girish  
 7/29/20, 2:36 PM - Romil Ramgaria Barc: He is the marketing director  
 7/29/20, 2:36 PM - PDG@: K  
 7/31/20, 12:31 PM - PDG@: Will talk later but quickly  
 7/31/20, 12:31 PM - PDG@: You should control press  
 7/31/20, 12:33 PM - PDG@: The narrative  
 7/31/20, 1:10 PM - Romil Ramgaria Barc: Yes, I have resigned from BARC India after 6 years. It has been one of the most satisfying professional stints to launch the largest TV audience measurement company amid all challenges. I want to thank all the colleagues, stakeholders and specially Punit and Partho for giving me this opportunity. There was no better time than this to take a break and spend some quality time for myself and family.  
 7/31/20, 1:14 PM - PDG@: Sounds good  
 7/31/20, 1:14 PM - PDG@: He agreed to a press release?  
 7/31/20, 1:14 PM - PDG@: Venkat had called  
 7/31/20, 1:14 PM - Romil Ramgaria Barc: No. They will not. But if press reached out to them they will state that he is resigned on personal grounds etc  
 7/31/20, 1:15 PM - PDG@: Ok  
 7/31/20, 1:15 PM - PDG@: Then engineer the story  
 7/31/20, 1:54 PM - PDG@: Niraj was calling  
 7/31/20, 1:54 PM - PDG@: Didn't take  
 7/31/20, 1:56 PM - PDG@: Anil wanvari called  
 7/31/20, 1:56 PM - PDG@: Didn't take  
 7/31/20, 2:27 PM - PDG@: Internal mail that has gone out doesn't have Pekhams name  
 7/31/20, 2:58 PM - PDG@: <Media omitted>  
 7/31/20, 4:21 PM - PDG@: <Media omitted>  
 7/31/20, 4:22 PM - Romil Ramgaria Barc: Hmm  
 7/31/20, 5:33 PM - Romil Ramgaria Barc: Missed voice call  
 7/31/20, 6:31 PM - Romil Ramgaria Barc: Missed voice call  
 7/31/20, 9:27 PM - PDG@: Some external forensic team was involved?  
 7/31/20, 9:27 PM - Romil Ramgaria Barc: Yeah looks like  
 7/31/20, 9:28 PM - PDG@: But they will be clueless about the science  
 7/31/20, 9:28 PM - Romil Ramgaria Barc: All charrad partho  
 7/31/20, 9:28 PM - PDG@: Yes I guess so  
 7/31/20, 9:28 PM - PDG@: To fit a reason  
 7/31/20, 9:29 PM - PDG@: They identified people first  
 7/31/20, 9:29 PM - PDG@: Then fitted reason  
 7/31/20, 9:29 PM - Romil Ramgaria Barc: Yeah. And also shoot from elsewhere. Just like OC and discom  
 7/31/20, 9:29 PM - PDG@: Yes  
 8/1/20, 6:54 PM - Romil Ramgaria Barc: <Media omitted>  
 8/1/20, 6:59 PM - PDG@: Maybe you can suggest him to add - expertise on this is not easily available in the Indian market - it's not a typical broadcasting or

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## Chat With Romil Ramgaria

agency job - and time will tell with the present CEO can attract and build talent that it has lost

8/1/20, 7:01 PM - PDG&A: The article is not concluding well

8/1/20, 7:02 PM - PDG&A: The final take away needs to be there

8/1/20, 7:02 PM - PDG&A: Maybe something like - who wants to control BARC?

8/3/20, 12:21 PM - Romil Ramgaria Barc: <Media omitted>

8/3/20, 12:30 PM - PDG&A: Do you want the finger to be pointed to big broadcasters? If so - let him add a line saying governance system should be questioned - the same big customers sit on the board for ever - hence the executive can't take independent decisions - if they do these same people go after them

8/3/20, 12:36 PM - Romil Ramgaria Barc: Hmm ok

8/5/20, 3:30 PM - Romil Ramgaria Barc: For sale

Our 4 BHK flat in carnation, overlooking the pool and podium.

8/5/20, 3:30 PM - Romil Ramgaria Barc: And double car park. ...covered

8/5/20, 3:30 PM - PDG&A: Oh

8/5/20, 3:31 PM - PDG&A: Which floor you know?

8/5/20, 3:31 PM - Romil Ramgaria Barc: 3rd floor

8/5/20, 3:31 PM - PDG&A: 3rd floor got sold I heard - moving to Delhi

8/5/20, 3:31 PM - PDG&A: Oh

8/5/20, 3:31 PM - Romil Ramgaria Barc: 1900 super built up 1400 carpet

8/5/20, 3:32 PM - PDG&A: Yes same as mine

8/5/20, 3:32 PM - Romil Ramgaria Barc: It was signed. Deal fell off because of lockdown

8/5/20, 3:32 PM - PDG&A: Hmmm

8/5/20, 3:32 PM - Romil Ramgaria Barc: They claim to have signed for around 5

8/5/20, 3:32 PM - PDG&A: Yes Heard that

8/5/20, 3:32 PM - Romil Ramgaria Barc: Should be around 425/430 na ideal price?

8/5/20, 3:32 PM - Romil Ramgaria Barc: Currently

8/5/20, 3:33 PM - PDG&A: 25-27k per sqft should be rate

8/5/20, 3:33 PM - Romil Ramgaria Barc: Hmm

8/5/20, 3:34 PM - PDG&A: But now you never know

8/5/20, 3:34 PM - PDG&A: But good flat to have

8/5/20, 3:34 PM - Romil Ramgaria Barc: Yeah - now it should be around 23 or so - but never know - demand/supply

8/5/20, 3:34 PM - Romil Ramgaria Barc: It's well built?

8/5/20, 3:35 PM - PDG&A: Yes

8/5/20, 3:35 PM - PDG&A: As good as Dosti could be

8/5/20, 3:36 PM - PDG&A: But the front will always be free

8/5/20, 3:36 PM - PDG&A: View will always be good

8/5/20, 3:36 PM - Romil Ramgaria Barc: Yeah

8/5/20, 3:36 PM - PDG&A: Generally well maintained building - without major frills though

8/5/20, 3:36 PM - Romil Ramgaria Barc: Yes agreed

8/5/20, 3:37 PM - PDG&A: Large flats demand can't be high now - only the position and view could be of premium

8/5/20, 3:37 PM - Romil Ramgaria Barc: Yes - all large premium flats are at considerable discount across

8/5/20, 3:38 PM - PDG&A: Must be not selling only

8/5/20, 3:38 PM - Romil Ramgaria Barc: Yeah not much transactions - but great time to buy for own use

8/5/20, 3:39 PM - PDG&A: Yes

8/5/20, 3:43 PM - PDG&A: Mine was 1960 on agreement I think

8/5/20, 3:44 PM - Romil Ramgaria Barc: Hmm ok

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## Chat With Romil Ramgaria

8/5/20, 3:45 PM - PDGAS: Tell me something - can someone buy tam adex even if you are not rated by barc?

8/5/20, 3:45 PM - PDGAS: Should be possible na

8/5/20, 3:45 PM - Romil Ramgaria Barc: Yes - but they would be largely monitoring channels which are watermarked

8/5/20, 3:46 PM - PDGAS: Yes

8/6/20, 12:47 PM - PDGAS: ashwani singla effect?

<https://www.financialexpress.com/brandwagon/writers-alley/why-trai-need-not-interfere-with-barc-structure/2046458/>

8/6/20, 2:40 PM - Romil Ramgaria Barc: Yes

8/6/20, 2:42 PM - PDGAS: That too FE

8/6/20, 2:43 PM - Romil Ramgaria Barc: Doesn't have reach. He is bol bachan only

8/6/20, 2:44 PM - PDGAS: ॐ-ॐ-ॐ

8/6/20, 2:44 PM - PDGAS: Old age PR

8/6/20, 2:44 PM - PDGAS: It doesn't work like that now

8/6/20, 2:45 PM - Romil Ramgaria Barc: Yes absolutely -

8/6/20, 2:45 PM - PDGAS: One has to dirty hand and do oneself a lot - agencies can only help on hand and legs - if you don't want to hire

8/6/20, 2:46 PM - Romil Ramgaria Barc: This also they just help push and coordinate the article - not even write etc -

8/6/20, 2:46 PM - Romil Ramgaria Barc: Forget lobbying with govt also

8/6/20, 2:50 PM - PDGAS: And barc paying so much

8/6/20, 2:50 PM - PDGAS: Think of a whistleblower thing

8/6/20, 2:51 PM - PDGAS: Or any dirt on the man

8/6/20, 2:51 PM - PDGAS: You heard about calls to vendors?

8/6/20, 2:52 PM - Romil Ramgaria Barc: No

8/6/20, 2:52 PM - PDGAS: Call if free

8/15/20, 4:26 PM - PDGAS: Though I hardly post anything on FB, Last night I blocked Sunil, Varun and Prashant

8/15/20, 4:27 PM - PDGAS: No point such guy's peering into your photos or posts

8/15/20, 6:00 PM - Romil Ramgaria Barc: I don't post anything. But will block also if they are added to the list

8/15/20, 9:27 PM - PDGAS: Reliance applied for a measurement license? Someone told me - I find hard to believe

8/15/20, 9:49 PM - PDGAS: Also more than 10% clause remains

8/15/20, 10:03 PM - Romil Ramgaria Barc: I find it hard

8/15/20, 10:10 PM - PDGAS: Hmmm

8/18/20, 10:35 AM - Romil Ramgaria Barc: sir - can you send me the number of atit - i seems to have his old number

8/18/20, 11:25 AM - PDGAS: Atit Hul Segoiya.vcf (file attached)

8/18/20, 11:27 AM - Romil Ramgaria Barc: Thanks

8/18/20, 11:27 AM - PDGAS: ॐ-ॐ-ॐ

8/18/20, 12:45 PM - PDGAS: What are you doing on your car?

8/18/20, 12:57 PM - Romil Ramgaria Barc: Will be taking it only

8/18/20, 12:57 PM - PDGAS: So the process is on?

8/18/20, 12:58 PM - Romil Ramgaria Barc: No news yet from them officially

8/18/20, 12:58 PM - PDGAS: They are doing it with Yes bank?

8/18/20, 12:58 PM - Romil Ramgaria Barc: Yes

8/18/20, 12:58 PM - PDGAS: Isn't it to their interest to do the transaction

8/18/20, 12:59 PM - PDGAS: Otherwise they will be saddled with an asset

8/18/20, 12:59 PM - Romil Ramgaria Barc: Yes it will be - but probably will time with fna

8/18/20, 12:59 PM - Romil Ramgaria Barc: Pnf



## Chat With Romil Ramgaria

8/18/20, 12:59 PM - PDG&@: That they should be processing asap  
 8/18/20, 1:00 PM - Romil Ramgaria Barc: Within 30 days as per agreement  
 8/18/20, 1:00 PM - PDG&@: You should make a list of problems in the system as of 2020  
 8/18/20, 1:00 PM - PDG&@: You never know if you will need to use it  
 8/18/20, 1:03 PM - Romil Ramgaria Barc: Yeah. Will make a list  
 8/19/20, 11:53 AM - PDG&@: @Meanwhile, analysts at Kotak Institutional Equities have 'Reduce' rating on the stock with a fair value price of Rs 185. The brokerage believes re-rating on the stock can be triggered only when the company appoints representative of key institutional shareholders to the Board, when it cancels Sugarbox project in view of weak macro and Jio's plan to launch 5G sooner than later, brings transparency around movie buying, and offers a firm FCF guidance. Separately, a key event to watch out for is shareholder approval for re-appointment of Punit Goenka as MD & CEO at the AGM next month, it said.â€

[https://www.business-standard.com/article/markets/here-what-may-trigger-re-rating-in-zeel-stk-post-94-yoy-dip-in-q1-profit-120081900373\\_1.html](https://www.business-standard.com/article/markets/here-what-may-trigger-re-rating-in-zeel-stk-post-94-yoy-dip-in-q1-profit-120081900373_1.html)

8/19/20, 12:39 PM - Romil Ramgaria Barc: parthodasgupta@gmail.com - your email id?

8/19/20, 12:40 PM - PDG&@: Yup

8/19/20, 12:40 PM - Romil Ramgaria Barc: ok - sending you one mail - check and than we can speak

8/19/20, 12:40 PM - PDG&@: Ok

8/19/20, 4:59 PM - Romil Ramgaria Barc: can you send me uday shankar number sir

8/19/20, 5:03 PM - PDG&@: uday star.vcf (file attached)

8/20/20, 11:50 AM - PDG&@: Republic Bharat is number 1 apparently this week

8/20/20, 11:50 AM - PDG&@: Bhaskar told me

8/20/20, 11:51 AM - PDG&@: Are they cutting aaj tak too?

8/20/20, 6:31 PM - Romil Ramgaria Barc: Don't know now. In the name of vigilance they can do anything. Sorry was outside and hence didn't check WhatsApp

8/20/20, 6:32 PM - PDG&@: No issues

8/20/20, 6:32 PM - PDG&@: These days both my twitter feed and heads up mail has stopped

8/20/20, 6:32 PM - PDG&@: On ratings I mean

8/20/20, 6:33 PM - PDG&@: My client sends but that's specific - not an overall view

8/20/20, 6:35 PM - PDG&@: When did this india Today hearing happen?

8/20/20, 6:35 PM - PDG&@: August?

8/22/20, 11:41 AM - PDG&@: <Media omitted>

8/22/20, 11:41 AM - PDG&@: <https://www.agencyreporter.com/republic-beats-aajtak/>

8/22/20, 11:42 AM - PDG&@: Can you make out what it means?

8/22/20, 11:47 AM - Romil Ramgaria Barc: bad write up - but largely supporting bharat

8/22/20, 11:48 AM - PDG&@: Yes bad no need to bring my name na

8/22/20, 11:48 AM - PDG&@: No meaning that sentence makes

8/22/20, 11:48 AM - PDG&@: So you said to news guy's three things right

8/22/20, 11:49 AM - PDG&@: Vigilance issues - outlier cuts arbit

8/22/20, 11:49 AM - PDG&@: Outlier algo to suit GEC

8/22/20, 11:49 AM - Romil Ramgaria Barc: vigilance and discom disconnected

8/22/20, 11:49 AM - PDG&@: What was the other point

8/22/20, 11:49 AM - Romil Ramgaria Barc: LP algo to suit GEC

8/22/20, 11:49 AM - PDG&@: Yes

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## Chat With Romil Ramgaria

8/22/20, 11:49 AM - PDG@: Yes  
 8/22/20, 11:50 AM - Romil Ramgaria Barc: daily data for hindi gec and movies - why not for news - means there is intervention happening  
 8/22/20, 11:50 AM - PDG@: Correct  
 8/23/20, 7:20 PM - PDG@: 16:16 to about 32. All about BARC.  
[https://youtu.be/\\_BYLHEbwWRE](https://youtu.be/_BYLHEbwWRE)  
 8/23/20, 11:14 PM - Romil Ramgaria Barc: He just read the entire thing -  
 8/23/20, 11:15 PM - PDG@: 5Y-5  
 8/23/20, 11:16 PM - PDG@: Obvious questions were shared earlier  
 8/23/20, 11:16 PM - Romil Ramgaria Barc: Yes  
 8/25/20, 6:14 PM - Romil Ramgaria Barc: <Media omitted>  
 8/25/20, 6:14 PM - PDG@: Just heard  
 8/25/20, 6:40 PM - PDG@: Wonder how is board a mute spectator to all this  
 8/25/20, 7:40 PM - Romil Ramgaria Barc: Crazy it is!  
 8/25/20, 7:40 PM - Romil Ramgaria Barc: He must have sold to them all were redundant and he will make this organization leaner  
 8/25/20, 8:05 PM - PDG@: Do they eat grass? How can they believe  
 8/25/20, 8:28 PM - PDG@: Did you get a chance to speak to Shashi after your exit? More to understand what's being told around and if necessary to say your side of things  
 8/25/20, 8:29 PM - PDG@: Spreading of the narrative is important  
 8/25/20, 8:29 PM - PDG@: Otherwise SL will spin it badky  
 8/25/20, 8:29 PM - PDG@: If you tell shashi he will talk around  
 8/25/20, 8:29 PM - PDG@: That's assured  
 8/25/20, 8:33 PM - PDG@: You should hint that there are a lot of wrongdoings happening right now  
 8/25/20, 8:52 PM - Romil Ramgaria Barc: Yes agree - will speak to him -  
 8/25/20, 8:58 PM - PDG@: Tell him - Sir we can also speak - we know too many things of what's happening now  
 8/25/20, 8:58 PM - Romil Ramgaria Barc: Yeah  
 8/25/20, 9:24 PM - PDG@: Tell him you were not given any time to explain whatever they were alleging - guys who were investigating don't understand logic of numbers - even auditors ask management to explain - complete baseless allegations by half educated people  
 8/25/20, 9:40 PM - Romil Ramgaria Barc: Spoke to him -  
 8/25/20, 9:41 PM - PDG@: How was his reaction  
 8/26/20, 5:53 PM - Romil Ramgaria Barc: 2 more casualties - poornima and Mohit  
 8/26/20, 5:54 PM - PDG@: Mohit should go back to Kali and tell more  
 8/26/20, 5:58 PM - Romil Ramgaria Barc: Hmmm yeah  
 8/26/20, 6:01 PM - PDG@: News channels can bring him down  
 8/28/20, 12:23 PM - PDG@: Is there any proof that India tv tampering got caught and not acted against  
 8/28/20, 12:24 PM - PDG@: Had a long call with Kalli - will talk to you about it  
 8/28/20, 12:24 PM - Romil Ramgaria Barc: That was on our time. Not recently in my view  
 8/28/20, 12:25 PM - PDG@: No no after I left it happened na  
 8/28/20, 12:25 PM - PDG@: Sunil was called by Rajat  
 8/28/20, 12:26 PM - Romil Ramgaria Barc: Will not have proof - but they can demand an audit into vigilance process  
 8/28/20, 12:26 PM - Romil Ramgaria Barc: How that is completely disconnected  
 8/28/20, 12:26 PM - Romil Ramgaria Barc: And how can they start controlling before discom adjudicates - also the process of discom is opaque  
 8/28/20, 12:26 PM - PDG@: Disconnected as in?

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## Chat With Romil Ramgaria

8/28/20, 12:27 PM - PDG&@: Told her that  
 8/28/20, 12:28 PM - Romil Ramgaria Barc: How paritosh is paid - OC is heavily paid  
 8/28/20, 12:28 PM - PDG&@: Yes told  
 8/28/20, 12:28 PM - Romil Ramgaria Barc: How they are scared of rajat and Arnab - and not other groups  
 8/28/20, 12:28 PM - PDG&@: Told  
 8/28/20, 12:28 PM - Romil Ramgaria Barc: They have to pile on them - also through TRAI/MIB  
 8/28/20, 12:29 PM - PDG&@: Yes  
 8/28/20, 12:29 PM - Romil Ramgaria Barc: Ask for a complete overhaul and board seat also  
 8/28/20, 12:29 PM - PDG&@: Yes board seat told  
 8/28/20, 12:29 PM - PDG&@: Sudhanshu s position  
 8/28/20, 12:29 PM - Romil Ramgaria Barc: Yes  
 8/29/20, 7:20 PM - Romil Ramgaria Barc: Missed group voice call  
 8/29/20, 7:59 PM - PDG&@: Sorry was on a call  
 8/29/20, 8:05 PM - Romil Ramgaria Barc: No worries. Will call tomorrow sir  
 8/30/20, 1:01 PM - Romil Ramgaria Barc: Missed group voice call  
 8/30/20, 1:03 PM - PDG&@: Romil - a friend's father passed away - doing some chores - let's talk tom pls  
 8/30/20, 1:06 PM - Romil Ramgaria Barc: Ok boss  
 8/30/20, 1:06 PM - Romil Ramgaria Barc: May his soul Rest In Peace. My condolences to their family  
 8/31/20, 1:54 PM - PDG&@: Can Pekham claim anything to be "instructions from top"?  
 8/31/20, 1:55 PM - PDG&@: On Times now again shashi was involved - like in India TV case - if you remember - the advise was cut karo  
 8/31/20, 1:55 PM - PDG&@: That's why we didn't go to discom  
 9/1/20, 11:35 AM - Romil Ramgaria Barc: have sent you a draft mail - please let me know  
 9/1/20, 11:50 AM - PDG&@: Reverted  
 9/1/20, 11:50 AM - Romil Ramgaria Barc: yeah saw - thanks - sending it to shashi first - spoke to him he asked to wait till evening - but will have to push him also as he wont react  
 9/1/20, 11:51 AM - PDG&@: Yes - we have to put the fear on shashi and Punit that if it escalates it will burn them too  
 9/1/20, 11:51 AM - PDG&@: Both are darpuk so they will react and pull up sunil  
 9/1/20, 11:52 AM - PDG&@: Don't agree to car, thing too till you hear on this  
 9/1/20, 11:53 AM - Romil Ramgaria Barc: yes asbolutely  
 9/1/20, 11:53 AM - Romil Ramgaria Barc: i have a got way out and now since major money is also IN 8Y~E  
 9/1/20, 11:53 AM - Romil Ramgaria Barc: so can take panga  
 9/1/20, 11:54 AM - PDG&@: <Media omitted>  
 9/1/20, 11:54 AM - PDG&@: This is what I told him  
 9/1/20, 11:55 AM - PDG&@: 8Y~,,  
 9/1/20, 11:55 AM - Romil Ramgaria Barc: 8Y~\*  
 9/1/20, 11:55 AM - PDG&@: So softly threaten  
 9/1/20, 12:04 PM - PDG&@: You can also add in first para that multiple mail's and whatsapp has gone unanswered  
 9/1/20, 12:04 PM - PDG&@: To drive home his misdemeanor  
 9/1/20, 12:05 PM - Romil Ramgaria Barc: I had written that earlier - ok will add  
 9/1/20, 12:05 PM - PDG&@: Mark a copy to sunil

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# Chat With Romil Ramgaria

9/1/20, 12:03 PM - Romil Ramgaria Barc: have sent to shashi and messaged him - will send to all three in second half  
9/1/20, 12:06 PM - PDGAA: To show you are taking on upfront  
9/1/20, 12:06 PM - Romil Ramgaria Barc: yes - anyways zee star and sony are closed for me a while - so what the heck a~i.  
9/1/20, 12:09 PM - PDGAA: Correct  
9/1/20, 12:10 PM - PDGAA: In the para that you are saying lots of issues in 2020 too - you can add that not just you others too know about it and it may go out  
9/1/20, 12:10 PM - PDGAA: Basically scare them and make Punit understand the CEO is handling it badly and it may blow up on their face  
9/1/20, 12:11 PM - PDGAA: Tell this to shashi too  
9/1/20, 12:12 PM - PDGAA: I did the same in my call with him  
9/1/20, 12:15 PM - Romil Ramgaria Barc: Hmm ok  
9/1/20, 8:26 PM - Romil Ramgaria Barc: do you know anyone at HBO? as hbo max is launching might be good to get in there  
9/1/20, 8:33 PM - PDGAA: Yes read an article  
9/1/20, 8:33 PM - PDGAA: Post megha who is managing  
9/1/20, 8:33 PM - PDGAA: Best is to write to their Singapore guy  
9/1/20, 8:34 PM - Romil Ramgaria Barc: sidharth jain is the head na?  
9/1/20, 8:34 PM - PDGAA: Nothing much happens here  
9/1/20, 8:34 PM - PDGAA: Oh yes  
9/1/20, 8:34 PM - PDGAA: Know him  
9/1/20, 8:34 PM - PDGAA: But he is still on ibf board?  
9/1/20, 8:34 PM - Romil Ramgaria Barc: yes he is  
9/1/20, 8:34 PM - PDGAA: Then could be a problem  
9/1/20, 8:34 PM - PDGAA: But no harm trying  
9/1/20, 8:34 PM - Romil Ramgaria Barc: ha ha - sala BARC has been a nemesis  
9/1/20, 8:34 PM - PDGAA: He will know your name  
9/1/20, 8:35 PM - PDGAA: I swear  
9/1/20, 8:35 PM - Romil Ramgaria Barc: as if we have done some crime by setting this up  
9/1/20, 8:35 PM - PDGAA: Seems Shashi convinced Manashi to take the money and move on  
9/1/20, 8:35 PM - PDGAA: Exactly  
9/1/20, 8:35 PM - Romil Ramgaria Barc: hmm ok  
9/1/20, 8:36 PM - Romil Ramgaria Barc: had sent the mail to them - forwarded to you also now  
9/1/20, 8:36 PM - PDGAA: See I am convinced fate will give it back to sunil someday but wonder how he can be stopped to ruin more lives  
9/1/20, 8:36 PM - PDGAA: Ok  
9/1/20, 8:36 PM - PDGAA: Did shashi speak to you?  
9/1/20, 8:36 PM - Romil Ramgaria Barc: yes he did  
9/1/20, 8:36 PM - PDGAA: He had told he will speak to me in the eve post Punit convo  
9/1/20, 8:36 PM - PDGAA: But he didn't  
9/1/20, 8:37 PM - PDGAA: What does he say now  
9/1/20, 8:37 PM - Romil Ramgaria Barc: he will not - he was saying me, wait for a day and then send a mail etc  
9/1/20, 8:37 PM - PDGAA: 8Y~  
9/1/20, 8:37 PM - PDGAA: Typical him  
9/1/20, 8:37 PM - Romil Ramgaria Barc: i told him, let me send boss - important to push sunil on backfoot  
9/1/20, 8:37 PM - PDGAA: These guys survive like this  
9/1/20, 8:37 PM - Romil Ramgaria Barc: and i have not much to loose now

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## Chat With Romil Ramgaria

9/1/20, 8:37 PM - PDGÂ©: True  
 9/1/20, 8:51 PM - PDGÂ©: Well written  
 9/1/20, 8:52 PM - Romil Ramgaria Barc: Came from the heart  
 9/1/20, 8:52 PM - PDGÂ©: Yes natural  
 9/1/20, 9:01 PM - PDGÂ©: <https://youtu.be/jbDUwP5ANY0>  
 9/1/20, 9:01 PM - PDGÂ©: You may learn some new things about me  
 9/1/20, 9:01 PM - PDGÂ©: Three part series - for MBA aspirants  
 9/1/20, 9:01 PM - PDGÂ©: 8Y"  
 9/1/20, 9:01 PM - PDGÂ©: An old colleague and friend runs Endeavour coaching  
 9/1/20, 9:01 PM - PDGÂ©: So he was interviewing me about career education  
 leadership etc - for his students - some 400 attended live  
 9/1/20, 9:01 PM - PDGÂ©: Now on YouTube  
 9/1/20, 9:01 PM - PDGÂ©: Think about an hour broken into three parts  
 9/1/20, 9:29 PM - Romil Ramgaria Barc: Will watch 8Y"88Y"88Y"8  
 9/2/20, 3:26 PM - PDGÂ©: I remember you telling me this around January February  
 this year - can you recollect? Dinesh is speaking to me this eve  
 9/2/20, 3:26 PM - PDGÂ©: Is there any proof where India tv was caught but Rajat  
 terrorizing sunil  
 9/2/20, 3:27 PM - Romil Ramgaria Barc: I will not have it - and i am not  
 remembering this incident - let me try and recollect  
 9/2/20, 3:28 PM - PDGÂ©: You told me on phone  
 9/2/20, 3:28 PM - Romil Ramgaria Barc: hmm - there was proof with vigilance but  
 was buried by varun  
 9/2/20, 3:29 PM - Romil Ramgaria Barc: because sl told him to  
 9/2/20, 3:29 PM - Romil Ramgaria Barc: you can say vigilance is being run like  
 mom n pop - and favoring few  
 9/2/20, 3:29 PM - PDGÂ©: That's what is needed to be told to aaj tak and abp  
 9/2/20, 3:29 PM - Romil Ramgaria Barc: why is raw level data with star  
 9/2/20, 3:29 PM - PDGÂ©: Yes  
 9/2/20, 7:10 PM - PDGÂ©: Was Shivanandan there in the India today discom  
 meeting?  
 9/2/20, 7:10 PM - PDGÂ©: These guys are serious about going legal  
 9/2/20, 11:44 PM - PDGÂ©: I don't think the news is out yet - Aparna bhonsle ,  
 business head of Zee TV has quit - could be a good position for you if you can  
 make Punit agree  
 9/3/20, 8:43 AM - Romil Ramgaria Barc: Donâ€™t know if he will agree. But will  
 try  
 9/3/20, 10:46 AM - PDGÂ©: Yes try at least  
 9/3/20, 11:55 AM - PDGÂ©: You deleted this message  
 9/3/20, 11:56 AM - PDGÂ©: Wk34(22nd-28th Jul), NCCS 15+ Yrs, 24 Hrs, Rel. Share  
 %

HSM

Republic Bharat- 20.0%  
 Aaj Tak- 16.0%  
 India TV- 12.6%  
 TV9 Bharatvarsh- 10.3%  
 News18 India- 9.3%  
 ABP News- 7.9%  
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 News 24- 3.4%

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## Chat With Romil Ramgaria

NDTV India- 1.8%

India News- 1.2%

DD News

9/3/20, 11:57 AM - PDG&@: Apparently they have implemented landing page algo  
 9/3/20, 11:57 AM - PDG&@: Getting confirmation  
 9/3/20, 11:57 AM - Romil Ramgaria Barc: yeah it was ready  
 9/3/20, 11:57 AM - Romil Ramgaria Barc: but its a bakwaas algo -  
 9/3/20, 11:57 AM - PDG&@: Looks like  
 9/3/20, 11:57 AM - Romil Ramgaria Barc: as good as what we were doing earlier in reach outlier  
 9/3/20, 11:57 AM - PDG&@: All who use have not gone down  
 9/3/20, 11:58 AM - Romil Ramgaria Barc: since RO was not implemented and hence this will show reduction for some time  
 9/3/20, 11:58 AM - Romil Ramgaria Barc: for this week only  
 9/3/20, 11:58 AM - Romil Ramgaria Barc: will be good to see english news  
 9/3/20, 11:58 AM - PDG&@: Who all uses now - Republic bharat, tv9 anyone else?  
 9/3/20, 11:58 AM - Romil Ramgaria Barc: times now, TV9, bharat and hindi GEC's  
 9/3/20, 11:59 AM - Romil Ramgaria Barc: but the algo has been modeified to suit hindi gec  
 9/3/20, 11:59 AM - PDG&@: ॐY-ॐ  
 9/3/20, 11:59 AM - Romil Ramgaria Barc: basically star  
 9/3/20, 11:59 AM - PDG&@: Hmm  
 9/3/20, 12:00 PM - Romil Ramgaria Barc: bharat is 2.5x of abp and zee - crazy numbers!  
 9/3/20, 12:00 PM - Romil Ramgaria Barc: 25% more than aaj tak  
 9/3/20, 12:00 PM - PDG&@: Yes  
 9/3/20, 12:54 PM - PDG&@: <Media omitted>  
 9/3/20, 1:07 PM - PDG&@: <Media omitted>  
 9/3/20, 1:08 PM - Romil Ramgaria Barc: republic is greater than sum of next 4  
 9/3/20, 1:08 PM - PDG&@: Yes but on a week like this one may say because of content  
 9/3/20, 1:09 PM - Romil Ramgaria Barc: yeah  
 9/3/20, 1:10 PM - PDG&@: Rajdeep interview - hardly any effect  
 9/3/20, 1:10 PM - Romil Ramgaria Barc: yes - it was quite thanda honestly  
 9/3/20, 1:11 PM - PDG&@: Yes but that was their big bet to turn the swing away from Times and republic  
 9/3/20, 1:21 PM - Romil Ramgaria Barc: i think they have started controlling zee business again - as it was fully released till 2 weeks back and had substantial lead over cnbc awaz  
 9/3/20, 1:21 PM - Romil Ramgaria Barc: looks like again some vigilance case was identified to put control a~°i.  
 9/3/20, 1:21 PM - PDG&@: Don't think Punit looks at it  
 9/3/20, 1:21 PM - PDG&@: Jawahar goel should be told  
 9/3/20, 1:22 PM - Romil Ramgaria Barc: no one looks at it  
 9/3/20, 7:36 PM - PDG&@: Hello sir, I am doing a story on today announcement by BARC India that it has decided to introduce algorithms into its data validation method to mitigate the impact of landing page on viewership data across all genres of channels. It would be great if you share some insights on its impact  
 9/3/20, 7:36 PM - PDG&@: Off record also if you can share something  
 9/3/20, 7:36 PM - PDG&@: From e4m  
 9/3/20, 7:36 PM - PDG&@: Kya bolna hai  
 9/3/20, 7:51 PM - Romil Ramgaria Barc: I think few pointers - 1) what was the need to do it in hurry when the industry is already dealing with covid, NTO transition etc 2) need to come out more transparently on how the algo works 3)

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## Chat With Romil Ramgaria

as watermarking is tech used for measurement how would they differentiate between genuine first channel vs landing page.

9/3/20, 7:53 PM - PDG&A: Maybe off record right?

9/3/20, 8:40 PM - Romil Ramgaria Barc: Yes

9/3/20, 8:41 PM - PDG&A: Done

9/4/20, 2:30 PM - PDG&A: Rumour from Google - Star is launching it integrated TV Plus digital solution before IPL and will walk out of BARC

9/4/20, 2:30 PM - PDG&A: Possible?

9/4/20, 2:30 PM - Romil Ramgaria Barc: no it wont - it is built on barc RLD onlu

9/4/20, 2:30 PM - Romil Ramgaria Barc: only

9/4/20, 2:30 PM - Romil Ramgaria Barc: the 4c deal

9/4/20, 2:31 PM - PDG&A: That one

9/4/20, 2:31 PM - PDG&A: They are apprehensive because Dolly and Prasun are saying everywhere Nielsen is bringing it's new total measurement in india

9/4/20, 2:31 PM - PDG&A: Google is very much into that

9/4/20, 2:32 PM - PDG&A: They are wondering if Nielsen will get barc data

9/4/20, 2:32 PM - Romil Ramgaria Barc: nielsen already has barc rld - i am sure at the back end they are experimienting and building models with it

9/4/20, 2:33 PM - Romil Ramgaria Barc: knowing sunil - he will partner with nielsen in the garb of launching digital -

9/4/20, 2:33 PM - PDG&A: But not authorised to use for this use na ?

9/4/20, 2:33 PM - Romil Ramgaria Barc: however nielsen will eat the cake

9/4/20, 2:33 PM - PDG&A: Possible

9/4/20, 2:33 PM - PDG&A: Totally

9/4/20, 2:34 PM - PDG&A: In a way it's good that this rumours are out

9/4/20, 2:34 PM - PDG&A: 8Y~8

9/4/20, 2:34 PM - Romil Ramgaria Barc: yes absolutely

9/4/20, 2:34 PM - Romil Ramgaria Barc: i am also wanting to make the team weak now - we need to outplace some key people

9/4/20, 2:34 PM - PDG&A: Do it

9/4/20, 2:34 PM - PDG&A: Am trying for venkat

9/4/20, 2:35 PM - PDG&A: Will be good to outplace Pekham too to make it weak

9/4/20, 2:35 PM - Romil Ramgaria Barc: already started - you also think - deepen, suma, dinesh- sanjay R is already looking out - rus

9/4/20, 2:35 PM - Romil Ramgaria Barc: rushab and venkat also am trying

9/4/20, 2:35 PM - Romil Ramgaria Barc: lets c

9/4/20, 2:35 PM - PDG&A: Yes

9/4/20, 2:36 PM - Romil Ramgaria Barc: dinesh and suma moving out will be a big blow as they dont have anyone else who understands BMW

9/4/20, 2:36 PM - PDG&A: Yes

9/4/20, 2:36 PM - PDG&A: Suma also for production

9/4/20, 2:36 PM - Romil Ramgaria Barc: yes -

9/4/20, 2:37 PM - PDG&A: Ideally agencies?

9/4/20, 2:37 PM - Romil Ramgaria Barc: yes - all the companies on hiring freeze - will open up probably nov/dec

9/4/20, 2:38 PM - PDG&A: Yes

9/5/20, 2:06 PM - PDG&A: Did you hear on your mail?

9/5/20, 2:06 PM - PDG&A: On car calculation?

9/5/20, 2:06 PM - Romil Ramgaria Barc: Nothing so far

9/5/20, 2:10 PM - PDG&A: Think about it - next step for you could be full board

9/5/20, 8:21 PM - PDG&A: Has Nielsen changed its methodology for digital measurement?

9/7/20, 10:56 AM - Romil Ramgaria Barc: how well do you know barnik (ex-mckinsey)?

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## Chat With Romil Ramgaria

9/7/20, 10:57 AM - PDGÂ©: Quite well  
 9/7/20, 10:57 AM - PDGÂ©: He is in regular touch  
 9/7/20, 10:57 AM - PDGÂ©: Now that he has shifted to Arthur d little  
 9/7/20, 10:58 AM - Romil Ramgaria Barc: yes - do you think he will have something there? as he would be building the TMT practice also?  
 9/7/20, 10:58 AM - PDGÂ©: I have a scheduled call with him next week - will ask  
 9/7/20, 10:58 AM - Romil Ramgaria Barc: ok  
 9/7/20, 11:01 AM - PDGÂ©: My guess is he is looking more at project based people - since he is almost starting up in india  
 9/7/20, 11:01 AM - PDGÂ©: I provided him some contacts Just Last week for a film institute project in Saudi  
 9/7/20, 11:02 AM - Romil Ramgaria Barc: humm ok  
 9/8/20, 7:46 PM - PDGÂ©: Kalli joins BARC board .. in place of Sudhansu vats  
 9/8/20, 7:47 PM - Romil Ramgaria Barc: Hmmm - quid pro quo looks like  
 9/8/20, 7:48 PM - PDGÂ©: As in?  
 9/8/20, 7:48 PM - Romil Ramgaria Barc: Against the notice issued - since they were piling on  
 9/8/20, 7:48 PM - PDGÂ©: Ah ok  
 9/8/20, 7:49 PM - PDGÂ©: This will help them.put pressure on sunil  
 9/8/20, 7:49 PM - PDGÂ©: So that numbers are not cut  
 9/8/20, 7:50 PM - Romil Ramgaria Barc: Yeah - and also from a process standpoint  
 9/8/20, 7:50 PM - PDGÂ©: Yes  
 9/8/20, 7:51 PM - Romil Ramgaria Barc: But Kalli is not on IBF board na? It was AP na?  
 9/8/20, 7:51 PM - PDGÂ©: AP in IBF  
 9/8/20, 7:51 PM - PDGÂ©: It's like Uday in ibf and sanjay in BARC  
 9/8/20, 7:52 PM - Romil Ramgaria Barc: Hmmm  
 9/8/20, 7:52 PM - Romil Ramgaria Barc: Am sure SL was not fully in the loop for this -  
 9/8/20, 7:52 PM - PDGÂ©: But this will work better for them  
 9/8/20, 7:52 PM - Romil Ramgaria Barc: Yes absolutely  
 9/8/20, 7:52 PM - PDGÂ©: Yes I also think so  
 9/8/20, 7:53 PM - PDGÂ©: Since she is aggro  
 9/8/20, 7:53 PM - Romil Ramgaria Barc: Yes  
 9/8/20, 7:53 PM - PDGÂ©: AP is a gentleman  
 9/8/20, 7:53 PM - Romil Ramgaria Barc: Yeah  
 9/8/20, 7:53 PM - PDGÂ©: Kalli played the woman card too - the woman member on board  
 9/8/20, 7:54 PM - Romil Ramgaria Barc: May be  
 9/8/20, 7:54 PM - PDGÂ©: I know  
 9/8/20, 7:54 PM - Romil Ramgaria Barc: Hmm ok  
 9/10/20, 1:27 PM - PDGÂ©: Wk35(29th Aug-4th Sep), NCCS 15+ Yrs, 24 Hrs, Rel.Share %

HSM

Republic Bharat- 20.4%  
 Aaj Tak- 13.8%  
 India TV- 11.8%  
 TV9 Bharatvarsh- 11.7%  
 News18 India- 9.5%  
 Zee News- 8.4%  
 ABP News- 7.8%

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Chat With Romil Ramgaria

News Nation- 5.8%

News 24- 3.7%

Tez- 3.6%

NDTV India- 2.0%

India News- 1.2%

DD News- 0.5%

9/10/20, 1:27 PM - PDGÅ©: See the difference

9/10/20, 1:33 PM - Romil Ramgaria Barc: Crazy! Absolute domination

9/10/20, 1:41 PM - PDGA@: Yes

9/10/20, 1:42 PM - PDGÅ@: But editorial wise Arnab picked up the story and just ran with it

9/10/20, 1:42 PM - PDGÃ©: All else never realised and couldn't catch up

9/10/20, 1:42 PM - PDG&C: We agree to the story or not is a different issue

9/10/20, 1:42 PM - Romil Ramgaria Barc: Yes he took the narrative away and others kept catching up

9/10/20, 1:43 PM - PDGÃ©: And this rhea interview by Rajdeep boomeranged

9/10/20, 1:43 PM - Romil Ramgaria Barc: Even today - when all other Hindi news channels were running the display of defense, Bharat was on rhea

9/10/20, 1:44 PM - PDGAS: Yes that narrative has caught on so much it's difficult to plant another Unless one has strong evidence

9/10/20, 1:44 PM - Romil Ramgaria Barc: Yes

9/10/20, 1:45 PM - PDGÅ@: Kalli and team must be crazy angry Today

9/10/20, 1:45 PM - Romil Ramgaria Barc: Yeah and there is a board meeting next week 8Y~8

9/10/20, 1:46 PM - PDGAS: 8Y-,,8Y-,,

9/10/20, 1:46 PM - PDGÃ©: So soon?

9/10/20, 1:46 PM - Romil Ramgaria Barc: H2 plan approval

9/10/20, 1:46 PM - PDGA@: If you are talking tell them to go to board meeting with some ammunition

9/10/20, 1:47 PM - PDG@: Apparently rate hike was denied in Last board meeting and also vague response to Digital

9/10/20, 1:47 PM - Romil Ramgaria Baro: They haven't reverted back. Probably this kali board thing will derail the discussion

9/10/20, 1:47 PM - PDGÃ©: Should not

9/10/20, 1:47 PM - Romil Ramgaria Barc: If Nielsen doesn't agree, they cannot do anything in digital

9/10/20, 1:48 PM - PDGÂ©: I think - not sure - sunil proposed doing digital with Nielsen - board as usual said - it depends etc - try but non committal

9/11/20, 11:23 AM - PDGÂ©:

<https://m.economictimes.com/markets/stocks/news/whats-driving-zee-turnaround-in-investor-perception/articleshow/78035713.cms>

9/15/20, 7:10 PM - PDGÃ©: maitra.barnik@adlittle.com

9/15/20, 7:10 PM - PDG@: This is Barniks new email

9/15/20, 7:10 PM - PDGÃ©: You can write to him

9/15/20, 7:10 PM - PDGAS: I have mentioned about you

9/15/20, 7:10 PM - Romil Ramgaria Barc: Ok

9/15/20, 7:11 PM - PDGÃ©: Just finished my call with him

9/17/20, 11:39 AM - PDGAS: Wk36(5th-11th Sept), NCCS 15+ Yrs, 24 Hrs, Rel.Share

HSM

Republic Bharat- 21.9%

Aaj Tak- 16.9% **स्वप्रसूत**

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# Chat With Romil Ramgaria

India TV- 10.8%

TV9 Bharatvarsh- 10.4%

News18 India- 8.3%

Zee News- 8.1%

ABP News- 7.7%

News Nation- 5.7%

Tez- 3.4%

News 24- 3.2%

NDTV India- 2.0%

India News- 1.2%

DD News- 0.4%

9/22/20, 10:08 AM - PDG@: Now Anupriya will be on barc board@Y=;@e@a\*,i.□

9/22/20, 10:08 AM - PDG@: @Y,,

9/22/20, 10:09 AM - PDG@: Any response to your mail? Car thing happened?

9/22/20, 10:14 AM - Romil Ramgaria Barc: Have been out of action for last ten days. My brother in law expired partho. We still cannot come to terms with it as a family. It is shocking!

9/22/20, 10:23 AM - PDG@: Oh fuck

9/22/20, 10:23 AM - PDG@: So sad to hear this

9/22/20, 10:24 AM - PDG@: Neenas bro or your sisters husband

9/22/20, 10:24 AM - PDG@: Anyways it's so shocking

9/22/20, 10:30 AM - Romil Ramgaria Barc: Neenas sisters husband

9/22/20, 10:44 AM - PDG@: Shit

9/28/20, 7:38 PM - Romil Ramgaria Barc: Missed voice call

10/1/20, 12:54 PM - PDG@:

<https://twitter.com/republic/status/1311566167899738112?s=08>

10/1/20, 12:56 PM - Romil Ramgaria Barc: not a good tweet at all - bad taste

10/1/20, 12:56 PM - PDG@: Very bad

10/1/20, 12:56 PM - PDG@: No modesty

10/1/20, 12:56 PM - Romil Ramgaria Barc: this is sheer arrogance

10/1/20, 12:56 PM - PDG@: Times change they forget

10/1/20, 12:56 PM - Romil Ramgaria Barc: what was the hindi news stack today?

10/1/20, 12:57 PM - PDG@: Sending

10/1/20, 12:57 PM - PDG@: Wk38(19th-25th Sept), NCCS 15+ Yrs, 24 Hrs, Rel.Share %

HSM

Republic Bharat- 19.8%

Aaj Tak- 15.2%

India TV- 11.3%

TV9 Bharatvarsh- 11.1%

News18 India- 9.1%

Zee News- 7.9%

ABP News- 7.1%

News Nation- 6.3%

News 24- 4.2%

Tez- 3.9%

NDTV India- 2.2%

India News- 1.3%

DD News- 0.6%

10/1/20, 12:58 PM - Romil Ramgaria Barc: Hmm. Gap is Better this week

10/1/20, 12:59 PM - PDG@: Yes two weeks back it was seven percent gap

10/1/20, 12:59 PM - Romil Ramgaria Barc: Yeah

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Gatwood

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रमेश  
पंकज



## Chat With Romil Ramgaria

10/1/20, 1:00 PM - PDGÂ©: <https://twitter.com/republic/status/1311565568936300544?s=08>

10/1/20, 1:00 PM - PDGÂ©: See this

10/1/20, 1:02 PM - PDGÂ©: More bad taste to call out Arun poorie

10/1/20, 1:02 PM - Romil Ramgaria Barc: Yeah absolutely

10/1/20, 1:03 PM - Romil Ramgaria Barc: Completely NBA rivalry. He also would be fuming with kallie inclusion in barc

10/1/20, 1:03 PM - PDGÂ©: Yes

10/1/20, 1:04 PM - PDGÂ©: But no maturity and decency

10/1/20, 1:04 PM - Romil Ramgaria Barc: Zero

10/1/20, 1:04 PM - PDGÂ©: He will never earn respect of peers

10/1/20, 1:05 PM - Romil Ramgaria Barc: Yes - but unfortunately most peers also go with the limelight and success at that point of time

10/1/20, 1:05 PM - Romil Ramgaria Barc: Very few stand true

10/1/20, 1:05 PM - PDGÂ©: Hmmm

10/1/20, 1:07 PM - PDGÂ©: Apparently Rahul Kanwal called Arnab a lunatic

10/1/20, 1:08 PM - Romil Ramgaria Barc: Both Rahul and Rajdeep also were not good in their tweets earlier

10/1/20, 1:08 PM - PDGÂ©: <https://twitter.com/rahulkanwal/status/1302856502110085121?s=20>

10/1/20, 1:23 PM - PDGÂ©: See my tweetðŸ˜Š

10/1/20, 2:30 PM - Romil Ramgaria Barc: <Media omitted>

10/1/20, 2:30 PM - Romil Ramgaria Barc: 65yr old Marcom head joins today - old Balaji and YRF hand

10/1/20, 2:31 PM - PDGÂ©: What?

10/1/20, 2:31 PM - PDGÂ©: Bringing his own people

10/1/20, 2:31 PM - PDGÂ©: But no relevance

10/1/20, 2:31 PM - Romil Ramgaria Barc: Yeah he will - absolutely no relevance

10/1/20, 2:57 PM - PDGÂ©: So he will not be on rolls - as in headcount - as intern maybe

10/1/20, 2:57 PM - PDGÂ©: This was all bhai bandhu will come

10/1/20, 3:06 PM - Romil Ramgaria Barc: Yeah - also not to show high employee cost - old school tricks -

10/1/20, 3:07 PM - PDGÂ©: Yes

10/1/20, 4:52 PM - PDGÂ©: They are after Neville now - laptop taken for scans - phone under surveillance

10/1/20, 4:52 PM - Romil Ramgaria Barc: Sanjay Rozario was also investigated by Dinesh Pillai ðŸ˜Š

10/1/20, 4:52 PM - PDGÂ©: Nothing came out of it am sure

10/1/20, 4:53 PM - PDGÂ©: First of all this dinesh Pillai and gang are third grade

10/1/20, 4:53 PM - Romil Ramgaria Barc: it is not about issues - it is about intent and direction! everyone in a state of fear and shock

10/1/20, 4:54 PM - PDGÂ©: I only had brought them in with sudhanshus reference but realised and kept giving him less and less inspite of Varuna pyaar for them

10/1/20, 4:54 PM - PDGÂ©: Yes

10/1/20, 4:54 PM - PDGÂ©: Neville called me for something else from someone else's phone - voice shaking and all

10/1/20, 4:55 PM - PDGÂ©: What's all this

10/1/20, 4:55 PM - PDGÂ©: Can't one complain under some privacy or some harassment section?

10/1/20, 4:55 PM - Romil Ramgaria Barc: siva sent me a desperate message over the weekend

10/1/20, 4:55 PM - Romil Ramgaria Barc: sanjay today morning

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## Chat With Romil Ramgaria

10/1/20, 4:56 PM - Romil Ramgaria Barc: they have to come together and do it - i had told them in august only

10/1/20, 4:56 PM - Romil Ramgaria Barc: but they have to gather atleast 20-25 people

10/1/20, 4:56 PM - PDG&: Yes I have been getting messages too - wish we could do something for them

10/1/20, 4:56 PM - PDG&: Yes

10/1/20, 4:56 PM - Romil Ramgaria Barc: yeah - so many others have reached out in the last 2 weeks its not funny

10/1/20, 4:56 PM - Romil Ramgaria Barc: feel really sad!

10/1/20, 4:56 PM - PDG&: They have to write together to board

10/1/20, 4:57 PM - Romil Ramgaria Barc: yes - but unlikely they will in the fear of loosing job

10/1/20, 4:57 PM - PDG&: Yes

10/1/20, 4:57 PM - PDG&: Some of them will lose anyways

10/1/20, 4:58 PM - PDG&: If they can muster courage then it can stop

10/1/20, 4:58 PM - Romil Ramgaria Barc: yes - gigitha also was asked to go - they have staggered the entire exit

10/1/20, 4:58 PM - Romil Ramgaria Barc: absolutely!

10/1/20, 4:58 PM - PDG&: Hmmm

10/1/20, 4:58 PM - PDG&: What was the reason given to her?

10/1/20, 4:58 PM - PDG&: Bright kid

10/1/20, 4:59 PM - Romil Ramgaria Barc: redundancy

10/1/20, 4:59 PM - Romil Ramgaria Barc: she thankfully found a job in mumbai and is relocating

10/1/20, 5:00 PM - PDG&: Oh good

10/1/20, 5:01 PM - PDG&: Ex Star

10/1/20, 5:03 PM - Romil Ramgaria Barc: <Media omitted>

10/1/20, 5:06 PM - PDG&: Full sales pitch for Star fronted by BARC

10/1/20, 5:07 PM - PDG&: Will they do the same for big boss?

10/1/20, 5:09 PM - Romil Ramgaria Barc: absolutely - crazy this is while the tournament is on - cannot come from BARC

10/1/20, 5:09 PM - PDG&: Totally

10/1/20, 5:10 PM - PDG&: But the industry deserves this if NP Punit etc are so impotent

10/3/20, 11:46 AM - Romil Ramgaria Barc: <Media omitted>

10/3/20, 11:52 AM - PDG&: Yes noticed a few weeks back

10/3/20, 11:52 AM - Romil Ramgaria Barc: Very different and candid approach - we will not be able to put anything like this 8Y™

10/3/20, 11:53 AM - PDG&: Absolutely

10/3/20, 11:53 AM - PDG&: Cultures are different

10/3/20, 11:53 AM - PDG&: But this is more American

10/3/20, 11:53 AM - PDG&: Though he is in uk

10/3/20, 11:53 AM - Romil Ramgaria Barc: Yeah true

10/3/20, 11:53 AM - Romil Ramgaria Barc: What conversation you had with Barnik?

10/3/20, 11:56 AM - PDG&: That he is setting up the thing in india afresh

10/3/20, 11:56 AM - PDG&: He will be based out of delhi

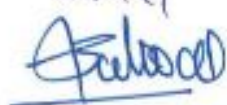
10/3/20, 11:57 AM - PDG&: So I asked him if he was looking for people

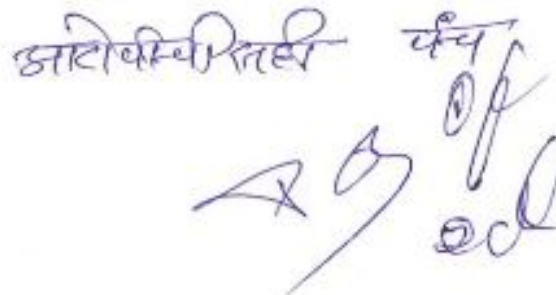
10/3/20, 11:57 AM - PDG&: He said yes

10/3/20, 11:57 AM - PDG&: So I reminded him about you

10/3/20, 11:57 AM - PDG&: He said obviously I remember - ask him to get in touch

10/3/20, 11:58 AM - Romil Ramgaria Barc: Ok. Will reach out to him this weekend. Thank you sir 8Y™.

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## Chat With Romil Ramgaria

10/3/20, 11:58 AM - PDGÂ@: ØY~\$  
 10/5/20, 1:09 PM - PDGÂ@:  
<https://www.indiantelevision.com/regulators/people/running-in-life-and-the-marathon-the-sunil-lulla-way-201003>  
 10/5/20, 1:09 PM - PDGÂ@: How much personal branding  
 10/5/20, 1:12 PM - Romil Ramgaria Barc: Absolutely! Donâ€™t know why broad and others canâ€™t see through this - there is so much hate and venom in the company right now - they are completely off the ground reality  
 10/5/20, 1:16 PM - PDGÂ@: Hate and venom should come out to board  
 10/5/20, 1:16 PM - PDGÂ@: They have to realise and confront it  
 10/5/20, 1:16 PM - PDGÂ@: Or else burn on ot  
 10/5/20, 1:16 PM - PDGÂ@: It  
 10/5/20, 2:39 PM - Romil Ramgaria Barc: yeah  
 10/5/20, 7:35 PM - Romil Ramgaria Barc: do you have any copy of the last headsup report with you? can you email or whatsapp please?  
 10/5/20, 7:36 PM - Romil Ramgaria Barc: any laest headsup that you have will be ok  
 10/5/20, 7:36 PM - PDGÂ@: Let me dig  
 10/5/20, 7:37 PM - PDGÂ@: Mailed  
 10/5/20, 7:37 PM - Romil Ramgaria Barc: ok thanks  
 10/5/20, 7:53 PM - Romil Ramgaria Barc: gauravjeet didnt even know that i have moved on till i informed him today ØY~\$  
 10/5/20, 7:53 PM - PDGÂ@: What are you saying  
 10/5/20, 7:54 PM - PDGÂ@: He called you thinking you are in barc?  
 10/5/20, 7:54 PM - PDGÂ@: They are totally out of picture  
 10/5/20, 7:54 PM - Romil Ramgaria Barc: yeah - messaged me to ask something ØY~\$  
 10/5/20, 7:54 PM - PDGÂ@: ØY~\$!â€œâ™,i.â€œ  
 10/5/20, 7:54 PM - Romil Ramgaria Barc: thats the importance and involvement of tech comm  
 10/5/20, 7:54 PM - PDGÂ@: They have advertised on linked in for Rushabhs role  
 10/5/20, 7:55 PM - PDGÂ@: YesØY~\$  
 10/5/20, 7:55 PM - Romil Ramgaria Barc: yeah i saw that  
 10/5/20, 7:55 PM - Romil Ramgaria Barc: he is going to call me this week  
 10/5/20, 7:55 PM - PDGÂ@: Tell him what's going on  
 10/5/20, 7:55 PM - PDGÂ@: Star subsidiary  
 10/5/20, 7:56 PM - PDGÂ@: ØY~\$  
 10/5/20, 7:56 PM - Romil Ramgaria Barc: yeah - good one  
 10/5/20, 7:56 PM - Romil Ramgaria Barc: its totally a subsidiary of star  
 10/5/20, 7:56 PM - PDGÂ@: And yet star will be the first one to drop them and close down barc  
 10/5/20, 7:57 PM - PDGÂ@: Uday has managed to get his way  
 10/5/20, 7:57 PM - Romil Ramgaria Barc: yes absolutely - i heard they are talking to few to build their own currency and junk barc -  
 10/5/20, 7:57 PM - PDGÂ@: Yes  
 10/5/20, 7:57 PM - Romil Ramgaria Barc: yeah - he is too good and smart - in it for the long term  
 10/7/20, 7:05 PM - PDGÂ@: â€œTRP rating has to be stopped or improvedâ€œ: Union minister Javadekar - india news - Hindustan Times -  
<https://www.hindustantimes.com/india-news/trp-rating-has-to-be-stopped-or-improved-union-minister-javadekar/story-ql09sBI5j5cPS9TvTALpcN.html>  
 10/7/20, 7:05 PM - PDGÂ@: More questions than answers  
 10/7/20, 7:18 PM - Romil Ramgaria Barc: This is more about news content regulation - headline seems like article is against BARC ØY~\$  
 10/7/20, 7:18 PM - PDGÂ@: Yes usual flogging horse

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## Chat With Romil Ramgaria

10/8/20, 9:26 AM - PDG&O: <Media omitted>  
 10/8/20, 9:27 AM - Romil Ramgaria Barc: Woww!!  
 10/8/20, 9:27 AM - PDG&O: ॐ-ॐ  
 10/8/20, 9:29 AM - Romil Ramgaria Barc: He will join a PE or open a PE  
 10/8/20, 9:31 AM - PDG&O: Yes he himself has enough funds  
 10/8/20, 4:15 PM - PDG&O: <Media omitted>  
 10/8/20, 4:15 PM - PDG&O: Heard about this?  
 10/8/20, 5:20 PM - PDG&O: <Media omitted>  
 10/8/20, 5:20 PM - Romil Ramgaria Barc: Number is broadly right  
 10/8/20, 5:21 PM - PDG&O: It was more na  
 10/8/20, 5:22 PM - Romil Ramgaria Barc: Around 2-2.5 only as per what I remember  
 10/8/20, 5:22 PM - PDG&O: At 44 k level it should be higher  
 10/8/20, 5:23 PM - Romil Ramgaria Barc: 33 to 44 - hardly any installation in mega cities  
 10/8/20, 5:23 PM - Romil Ramgaria Barc: mumbai should be around 2.5 max  
 10/8/20, 5:24 PM - PDG&O: Hmm ok  
 10/8/20, 7:33 PM - Romil Ramgaria Barc: Governance

- 1) No rotation among board members. The entity is controlled by top broadcasters with no say from small broadcasters, advertisers and agencies
- 2) Tech comm chairman continues to be the same from Day 1
- 3) TRAI had mandated not to give raw level data to any broadcaster, despite that raw level data has been given to a large broadcaster indirectly &€" clear violation
- 4) For large broadcasters the fees have come down from 1% to 0.8% over the period, however small broadcasters fees have increased from 6L to 18L now &€" clear motive to financially burden small broadcasters more. The fees for small broadcasters almost comes to 3% to 10% of their annual revenues and is completely unaffordable. It should be same % for all broadcasters.
- 5) There is a rule that tech comm decision can only be over turned by board with 75% voting &€" This is farce &€" only on paper and not being followed &€" Digital measurement green signal, landing page decision etc were completely driven by large broadcasters only

## Process Issues

- 1) Arbitrary data cuts happening in channels &€" there is a discom which was formed for this purpose. However data cuts happen irrespective of discom process. This is completely illogical, arbitray and lacks process
- 2) TV9 was found tampering in one state &€" logically control should be put on the channel after discom adjudication. However case itself was not presented to discom &€" there is a clear bias in process
- 3) There are channels which are controlled but not presented to the discom &€" no process and bias in presenting the cases
- 4) TV viewing is arbitrarily inflated &€" meters that are ok but have not watched TV are not considered for reporting and hence inflating the TV viewing artificially
- 5) No Universe estimation has happened since 2.5 years &€" this has been due to push by large broadcasters to continue to over-report TV homes
- 6) Meters should not be in the system which are older than 4 years as per MIB guidelines however many homes continue to exist
- 7) Churn policy was arbitrarily changed and put on the website and no approval from tech comm was taken

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## Chat With Romil Ramgaria

- 8) Big gap in the sample frame as approved by the tech comm Vs what is executed on ground & this leads to inaccuracy in ratings
- 9) Multiple communications to subscribers on Prima Vu Panel & loss product of BARC which was to be shut but continues to exist under pressure from one news channels. This cost is indirectly funded by small broadcasters
- 10) OOH measurement done only for one broadcaster & margins of 200% - hence natural inclination there. They also contribute almost 1/3rd of total BARC revenues across multiple revenue streams (directly and indirectly)
- 11) Daily data released for only hindi GEC and hindi movies - partiality again - why not for other genres if the processes are automated? Why only available to broadcasters and why not to agencies/advertisers?
- 12) Free data given to one broadcaster for 3M & another broadcaster charged from day 1 - inclination towards one large broadcaster visible & No standardisation of pricing also

## Independence Issues

- 1) All committees exist merely for paper process & the decision making is fully controlled by BARC executives and is not independent
  - 2) Praveen Tripathi who has been associated with BARC since 2015 as a vendor and continues to be associated is one member of the 2 member committee & big independence issue
  - 3) Heavy payment done to the oversight committee members who follow the discretion as required & Landing page being case in point when the recommendation was to remove the full impact however algorithm was tweaked to favour the big broadcasters (news and non news)
- 10/8/20, 7:39 PM - PDG@: Digital measurement red signal - it should be na
- 10/8/20, 7:41 PM - PDG@: Point 4 - won't it date back to our time?
- 10/8/20, 7:48 PM - Romil Ramgaria Barc: Yes - it will not go as is
- 10/8/20, 7:49 PM - PDG@: Suggest skip point 4
- 10/8/20, 7:49 PM - Romil Ramgaria Barc: ok
- 10/8/20, 7:50 PM - PDG@: I mean point 4 in process
- 10/8/20, 8:05 PM - Romil Ramgaria Barc: Delete the messages
- 10/8/20, 8:06 PM - PDG@: Done
- 10/8/20, 9:35 PM - PDG@: Police CP says barc has sent us analysis of republic ratings spikes
- 10/8/20, 9:35 PM - PDG@: On india today
- 10/8/20, 9:38 PM - PDG@: Complaint by Hansa
- 10/8/20, 10:07 PM - PDG@: <https://www.republicworld.com/india-news/law-and-order/accessed-mumbai-police-commissioners-claims-fall-flat-as-fir-copy-na.html>
- 10/8/20, 10:07 PM - PDG@: Now see this
- 10/8/20, 10:07 PM - Romil Ramgaria Barc: Yes saw that. This chance PE dance by news channels is not good - this episode may actually end up uniting the news channels including republic - let's see
- 10/9/20, 10:22 AM - PDG@: Also if they had suspicion, why did they not take it to Disciplinary council
- 10/9/20, 10:22 AM - PDG@: This new algo change is suspicious
- 10/9/20, 10:22 AM - PDG@: Singh says barc gave them analysis for the data - what I am wondering is then how the outlier algo didn't cut out spikes
- 10/9/20, 10:22 AM - PDG@: Sent these to KP
- 10/9/20, 10:23 AM - PDG@: Niraj also mentioning in story
- 10/9/20, 10:24 AM - Romil Ramgaria Barc: Yeah - read the Niraj story
- 10/9/20, 10:24 AM - Romil Ramgaria Barc: I also told him to add - whether barc management kept the OC and board informed about the complaint

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## Chat With Romil Ramgaria

10/9/20, 10:25 AM - Romil Ramgaria Barc: He has added the discom part  
 10/9/20, 10:25 AM - Romil Ramgaria Barc: As stated by you  
 10/9/20, 10:25 AM - PDGAC: ðŸ™•  
 10/9/20, 6:27 PM - PDGAC: <https://www.exchange4media.com/media-tv-news/nba-calls-emergency-meeting-on-trp-manipulation-case-108219.html>  
 10/9/20, 6:27 PM - PDGAC: Haha they will now call for Barc stopping republic ratingðŸ™•  
 10/9/20, 6:28 PM - Romil Ramgaria Barc: <https://www.opindia.com/2020/10/india-today-was-held-guilty-of-trp-scam-by-barc-disciplinary-council-exclusive-details/>  
 10/9/20, 6:28 PM - PDGAC: Apparently arnab is saying this  
 10/9/20, 7:35 PM - PDGAC: <Media omitted>  
 10/9/20, 7:36 PM - PDGAC: Sunil would now know what it takesðŸ™•  
 10/9/20, 7:36 PM - PDGAC: Let Singla save him now  
 10/9/20, 10:15 PM - Romil Ramgaria Barc: <Media omitted>  
 10/9/20, 10:17 PM - PDGAC: Yes got this  
 10/9/20, 10:17 PM - PDGAC: Good they will now sue BARC  
 10/9/20, 10:18 PM - Romil Ramgaria Barc: Yes - but this is also admission that they were issued notice  
 10/9/20, 10:18 PM - PDGAC: Yes that's out anyways  
 10/9/20, 10:18 PM - Romil Ramgaria Barc: Yes - but my opind na - not by any others na? Haven't checked mails or Twitter or trade websites  
 10/9/20, 10:19 PM - PDGAC: Yes they only  
 10/9/20, 10:26 PM - Romil Ramgaria Barc: Any news on the nba meeting?  
 10/9/20, 10:27 PM - PDGAC: They have called an emergency meeting  
 10/9/20, 10:27 PM - Romil Ramgaria Barc: It happened today I heard  
 10/9/20, 10:27 PM - Romil Ramgaria Barc: You heard about the outcome?  
 10/9/20, 10:28 PM - PDGAC: No  
 10/10/20, 9:24 AM - PDGAC: <Media omitted>  
 10/10/20, 9:24 AM - PDGAC: See who are called  
 10/10/20, 9:24 AM - Romil Ramgaria Barc: hmmm - crazy!  
 10/10/20, 9:25 AM - PDGAC: People like Sam and Shashi - can give more wrong info than anything  
 10/10/20, 9:25 AM - Romil Ramgaria Barc: completely!  
 10/10/20, 10:14 PM - Romil Ramgaria Barc: <Media omitted>  
 10/10/20, 10:17 PM - PDGAC: ðŸ™•  
 10/10/20, 10:17 PM - Romil Ramgaria Barc: Can I call?  
 10/10/20, 10:17 PM - PDGAC: <Media omitted>  
 10/10/20, 10:18 PM - PDGAC: See todays  
 10/10/20, 10:18 PM - PDGAC: Yes sure  
 10/11/20, 10:43 AM - PDGAC: Didn't find any Gaurav story on TOI  
 10/11/20, 10:57 AM - Romil Ramgaria Barc: He wrote about what does barc do  
 10/11/20, 10:57 AM - Romil Ramgaria Barc: Probably there will be follow up  
 10/11/20, 2:37 PM - Romil Ramgaria Barc:  
<https://timesofindia.indiatimes.com/india/were-a-data-science-driven-body-that-deals-in-facts-evidence-says-barc/articleshow/78598046.cms>  
 10/11/20, 2:39 PM - PDGAC: Finally  
 10/11/20, 2:40 PM - PDGAC: Arm's length subsidiaryðŸ™•  
 10/11/20, 2:40 PM - Romil Ramgaria Barc: looks like an attempt to insulate from ground  
 10/11/20, 2:40 PM - PDGAC: Saw another article by Paritosh with his mumbo jumbo  
 10/11/20, 2:40 PM - PDGAC: Correct  
 10/11/20, 2:40 PM - Romil Ramgaria Barc: and ultimately separate it - as per TRAI

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## Chat With Romil Ramgaria

10/11/20, 2:40 PM - PDG&: Yes  
 10/11/20, 2:40 PM - Romil Ramgaria Barc: yes - it went even above my head  
 10/11/20, 2:41 PM - PDG&: He doesn't understand his audience when he writes  
 10/11/20, 2:41 PM - Romil Ramgaria Barc: yeah - he is the writer and reader both for his articles  
 10/11/20, 2:41 PM - PDG&: ॐY~,,ॐY~,,  
 10/11/20, 2:41 PM - PDG&: Well said  
 10/11/20, 2:42 PM - Romil Ramgaria Barc: apparantly this was sent to all subscribers and also sent to media  
 10/11/20, 2:43 PM - PDG&: Makes sense  
 10/11/20, 2:43 PM - PDG&: Time for Sumit to leave  
 10/11/20, 2:44 PM - PDG&: Sunil will leave him to dry  
 10/11/20, 2:44 PM - PDG&: Whenever this happens  
 10/11/20, 2:44 PM - Romil Ramgaria Barc: yeah - he will made a scapegoat for this - if not, he should be sensible to move on now  
 10/11/20, 2:44 PM - PDG&: And will happen again  
 10/11/20, 2:44 PM - PDG&: Yes  
 10/12/20, 7:00 PM - PDG&: <https://www.indiantelevision.com/television/tv-channels/viewership/barc-to-trai-tweak-legislation-to-safeguard-data-manipulation-170913?s=08>  
 10/12/20, 7:00 PM - PDG&: What we had said in sept 2017  
 10/13/20, 8:58 AM - Romil Ramgaria Barc: <Media omitted>  
 10/13/20, 9:04 AM - PDG&: Yes I am  
 10/13/20, 9:05 AM - PDG&: They use some tech whereby you can't cut and paste  
 10/13/20, 9:05 AM - PDG&: Use email id  
 10/13/20, 9:05 AM - PDG&: parthopublications@gmail.com  
 10/13/20, 9:06 AM - PDG&: Password partho2611  
 10/13/20, 9:06 AM - Romil Ramgaria Barc: Ok thanks ॐY™.  
 10/15/20, 12:15 PM - PDG&: <Media omitted>  
 10/15/20, 12:15 PM - PDG&: <Media omitted>  
 10/15/20, 12:15 PM - PDG&: <Media omitted>  
 10/15/20, 12:16 PM - Romil Ramgaria Barc: Crazy! Can you send the FAQs also  
 10/15/20, 12:17 PM - PDG&: Yes  
 10/15/20, 12:22 PM - PDG&: <Media omitted>  
 10/15/20, 12:42 PM - Romil Ramgaria Barc: "Like Any Ordinary Citizen... Go To High Court": Top Court To Republic TV :  
<https://www.ndtv.com/india-news/fake-ratings-scam-mumbai-cops-fight-republic-tvs-cbi-probe-plea-in-top-court-2310314>  
 10/15/20, 12:43 PM - PDG&: Yes  
 10/15/20, 12:43 PM - PDG&: Ndtv was calling me just now for a bite  
 10/15/20, 12:43 PM - PDG&: Didn't take call  
 10/15/20, 7:32 PM - Romil Ramgaria Barc: Missed voice call  
 10/15/20, 7:41 PM - PDG&: With some people  
 10/15/20, 7:41 PM - PDG&: Will call  
 10/15/20, 9:57 PM - PDG&: The News Broadcasters Federation (NBF), India's largest industry association TV news channels representing interests of news broadcasters from across the length and breadth of the country, strongly objects to BARC's statement to pause audience estimates (ratings) of News Channels.  
 (1) BARC did not consult the News Broadcasters Federation, before such a crucial decision, which impacts news broadcasting industry, the single-largest genre within television sector. BARC would not have taken any such crucial decision if it had involved any genre, without consulting GECs member channels.

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## Chat With Romil Ramgaria

(2) BARC meters do not single-out the news genre in its audience measurement system. If BARC sincerely wants to review and augment its system, it should pause ratings for all genres including General Entertainment Channels (GEC), Sports, Infotainment, Movies, Music, Kids, Youth and Lifestyle.

(3) Information has come out recently about a channel which has been found guilty of TRP manipulation and has been fined by BARC Disciplinary Committee. NBF is shocked that a member of the same channel has been included on the board of BARC. It's not just conflict of interest and no reasonable decision making process can happen with a person named in ratings manipulations. What has happened itself is shocking. Now the matter is in public domain, this individual on the Board of BARC should voluntarily remove the said executive from the Board of Directors for a period of at least one year.

"The decision is unilateral, one-sided and undemocratic, impacting and targeting one single genre within the broadcasting ecosystem," said R. Jai Krishna, General-Secretary, and News Broadcasters Federation. "The decision will severely impact news broadcasters, who have seen a surge in ratings despite the challenges of a lower-than-expected economic growth that has impacted their revenues already, in addition to the financial impact created by the lockdown to prevent spread of Covid-19."

10/15/20, 9:58 PM - Romil Ramgaria Barc: Yeah - just read on e4m

10/16/20, 5:01 PM - PDGAS:

<https://m.economictimes.com/industry/media/entertainment/media/existing-trp-system-not-very-scientific-and-is-prone-to-manipulation-parliamentary-panel-told/articleshow/78685680.cms>

10/16/20, 5:03 PM - Romil Ramgaria Barc: hmmm will be interesting to see what changes will come - probably a crisis was needed to adopt what we had proposing for long

10/16/20, 5:04 PM - Romil Ramgaria Barc: move from weekly to monthly/quaterly, stop reporting certain metrics etc etc

10/16/20, 5:05 PM - PDGAS: Nothing will come - no one can solve the societal problem of corruption

10/16/20, 5:05 PM - PDGAS: Only solution is no news ratings

10/16/20, 5:05 PM - Romil Ramgaria Barc: which cannot happen

10/16/20, 5:05 PM - PDGAS: Then barc should stop

10/16/20, 5:05 PM - PDGAS: I am telling you practically that only will happen

10/16/20, 5:06 PM - PDGAS: Continue without news and then govt steps in

10/16/20, 5:06 PM - Romil Ramgaria Barc: hmm- but nothing will change post govt stepping in also

10/16/20, 5:06 PM - PDGAS: Will get worse

10/16/20, 5:06 PM - Romil Ramgaria Barc: absolutely

10/16/20, 5:06 PM - PDGAS: Amit whatever will call on whatsapp and tell isko number one banao

10/16/20, 5:07 PM - PDGAS: 8Y~

10/16/20, 5:07 PM - Romil Ramgaria Barc: ha ha -

10/16/20, 5:07 PM - PDGAS: That's what IBF deserves

10/16/20, 5:07 PM - Romil Ramgaria Barc: yes - now with uday out, they wont even have their own ratings system

10/16/20, 5:08 PM - PDGAS: Yes

10/16/20, 5:08 PM - PDGAS: Banana republic it will be 8Y~

10/16/20, 5:08 PM - PDGAS: Just because of Sunils mishandling

10/16/20, 5:09 PM - Romil Ramgaria Barc: he has to stick to his record -

specially at the end of his career he cant break the record of closing companies

10/16/20, 5:09 PM - PDGAS: Correct 8Y~

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Chat With Romil Ramgaria

10/16/20, 5:11 PM - PDG@: <https://images.app.goo.gl/8ErXLtnGTE7eHvkw6>  
 10/16/20, 5:12 PM - Romil Ramgaria Barc: very pertinent  
 10/16/20, 5:12 PM - PDG@: 8Y~S  
 10/17/20, 6:47 PM - PDG@:  
<https://indianexpress.com/article/explained/explained-what-are-trps-can-they-be-rigged-to-help-a-news-channel-6716211/>  
 10/17/20, 6:48 PM - PDG@: Feel it's written by Shantanu8Y~S  
 10/17/20, 6:51 PM - Romil Ramgaria Barc: 8Y~S  
 10/17/20, 6:52 PM - PDG@: This journo was close to him - remember?  
 10/17/20, 6:52 PM - Romil Ramgaria Barc: Yes he was  
 10/17/20, 6:52 PM - PDG@: Is Shantanu still in barc? Btw  
 10/17/20, 6:52 PM - Romil Ramgaria Barc: Yes he is  
 10/17/20, 6:52 PM - PDG@: What does he do  
 10/17/20, 6:52 PM - PDG@: Same?  
 10/17/20, 6:53 PM - Romil Ramgaria Barc: Execute what he is being told at TRAI and MIB  
 10/17/20, 6:53 PM - PDG@: Sunil doesn't believe in being in touch with govt na  
 10/17/20, 8:42 PM - Romil Ramgaria Barc: Yes not really.  
 10/17/20, 8:42 PM - Romil Ramgaria Barc: And this is what it will cost BARC a lot  
 10/17/20, 8:43 PM - PDG@: True  
 10/18/20, 7:02 PM - PDG@: <https://www.republicworld.com/india-news/general-news/republic-news-release-barc-email-shreds-param-bir-singhs-lie-ridden.html>  
 10/18/20, 7:02 PM - PDG@:  
<https://twitter.com/BARCIndia/status/1317769844570247169>  
 10/18/20, 7:02 PM - PDG@: See the shit show  
 10/18/20, 7:03 PM - Romil Ramgaria Barc: Yeah. PR fuck up  
 10/20/20, 7:16 PM - Romil Ramgaria Barc: Really  
 CBI registers case to investigate fake ratings case based on complaint filed in Uttar Pradesh :  
<https://www.ndtv.com/india-news/cbi-registers-case-to-investigate-fake-ratings-case-based-on-complaint-filed-in-uttar-pradesh-2313116>  
 10/20/20, 7:16 PM - PDG@: Omg  
 10/20/20, 7:20 PM - PDG@: <https://youtu.be/6foYtt3ybX8>  
 10/20/20, 7:20 PM - PDG@: No names  
 10/20/20, 9:10 PM - PDG@: <Media omitted>  
 10/20/20, 9:10 PM - PDG@: <Media omitted>  
 10/21/20, 8:03 PM - Romil Ramgaria Barc: <Media omitted>  
 10/21/20, 8:03 PM - PDG@: Yes  
 10/21/20, 8:05 PM - Romil Ramgaria Barc: Sehgal will report to johti?  
 10/21/20, 8:06 PM - PDG@: Yes - bad for ashish, tk, pm  
 10/21/20, 8:20 PM - Romil Ramgaria Barc: Divide and rule  
 10/21/20, 8:22 PM - PDG@: I would say consolidating Punit goenkas position  
 10/21/20, 8:23 PM - PDG@: He is threatened by mishra  
 10/21/20, 8:23 PM - Romil Ramgaria Barc: That's what I meant  
 10/21/20, 8:23 PM - PDG@: With this new board etc  
 10/21/20, 8:25 PM - Romil Ramgaria Barc: Tried calling you today. Call when free  
 10/22/20, 9:04 AM - PDG@: <Media omitted>  
 10/22/20, 9:04 AM - PDG@: What's news network channel  
 10/22/20, 9:05 AM - PDG@: Who owns Mahamovie  
 10/22/20, 12:25 PM - PDG@: <Media omitted>  
 10/22/20, 12:44 PM - Romil Ramgaria Barc: Comment is a joke  
 10/22/20, 12:44 PM - PDG@: 8Y~S

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### Chat With Romil Ramgaria

10/22/20, 12:44 PM - PDG&@: Someone should comment - only thing that has happened in one year is that barc has lost all reputation  
10/22/20, 12:45 PM - PDG&@: You and I can't because we still get some monies / things  
10/22/20, 2:45 PM - PDG&@: India today got a stay in discomm case  
10/22/20, 2:45 PM - PDG&@: Citing quorum etc  
10/22/20, 2:45 PM - Romil Ramgaria Barc: Stay from court?  
10/22/20, 2:45 PM - PDG&@: Yes  
10/22/20, 2:47 PM - Romil Ramgaria Barc: Hmm. On the day of successful one year completion ðŸ™,  
10/22/20, 2:47 PM - PDG&@: ðŸ™,  
10/22/20, 2:47 PM - PDG&@: Very successful  
10/22/20, 2:47 PM - Romil Ramgaria Barc: No trade carrying it  
10/22/20, 2:48 PM - PDG&@: Not yet released I think - happened half hour back  
10/22/20, 2:48 PM - Romil Ramgaria Barc: Hmmm ok  
10/22/20, 7:02 PM - PDG&@: <Media omitted>  
10/22/20, 7:13 PM - Romil Ramgaria Barc: Yup  
10/23/20, 11:17 AM - PDG&@: <https://www.exchange4media.com/media-others-news/from-strength-to-strength-sunil-lulla-completes-a-year-in-barc-108564.html>  
10/26/20, 10:49 AM - Romil Ramgaria Barc: Uday Shankar Joining Jio  
10/26/20, 10:50 AM - Romil Ramgaria Barc: Got the above ðŸ™†  
10/26/20, 10:55 AM - PDG&@: There has been speculation  
10/26/20, 10:55 AM - PDG&@: Wonder how will he get along ðŸ™  
10/26/20, 10:55 AM - Romil Ramgaria Barc: Apparently getting announced soon  
10/29/20, 2:03 PM - PDG&@: <Media omitted>  
10/29/20, 2:03 PM - Romil Ramgaria Barc: Urban only this is  
10/29/20, 2:03 PM - PDG&@: Oh but why showing only urban  
10/29/20, 2:04 PM - Romil Ramgaria Barc: ðŸ™Š and that too when no ooh is there  
10/29/20, 2:04 PM - PDG&@: ðŸ™Š  
10/31/20, 8:37 PM - PDG&@: <https://www.businesstoday.in/current/corporate/disney-star-lays-off-44-people-including-four-star-sports-senior-execs-after-uday-shankars-exit/story/420446.html>  
10/31/20, 8:37 PM - PDG&@: 1200 cr accumulated loss till 2019  
11/1/20, 8:52 PM - Romil Ramgaria Barc: <Media omitted>  
11/1/20, 8:53 PM - PDG&@: When did they challenge barc methodology  
11/1/20, 8:53 PM - PDG&@: But mk gave an interview saying he supports barc method  
11/1/20, 8:53 PM - Romil Ramgaria Barc: On landing page issue. Both they and sun went to court  
11/1/20, 8:53 PM - PDG&@: To Indian television  
11/1/20, 8:53 PM - Romil Ramgaria Barc: ðŸ™Š  
11/1/20, 8:53 PM - PDG&@: Oh when was this  
11/1/20, 8:53 PM - Romil Ramgaria Barc: About a month back  
11/1/20, 8:54 PM - PDG&@: Will talk to you tom  
11/1/20, 8:54 PM - PDG&@: Have a thought  
11/1/20, 8:54 PM - Romil Ramgaria Barc: Ok  
11/2/20, 9:50 AM - PDG&@: Hi Partho! Gwilherm passed away yesterday, in a fall off a mountainside!  
11/2/20, 9:58 AM - Romil Ramgaria Barc: Yes just got the news! Really sad  
11/4/20, 9:16 PM - PDG&@: <Media omitted>  
11/4/20, 9:16 PM - PDG&@: ðŸ™Š, I.  
11/4/20, 9:17 PM - Romil Ramgaria Barc: you are better of giving up the car and collecting 75L

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#### Chat With Romil Ramgaria

11/4/20, 9:17 PM - PDG&C: Yes that's what I am thinking  
11/4/20, 9:17 PM - Romil Ramgaria Barc: they are just acting crazy  
11/4/20, 9:18 PM - PDG&C: Totally  
11/4/20, 9:18 PM - PDG&C: I have a mail with all calculations dated May  
11/4/20, 9:18 PM - PDG&C: Total change  
11/4/20, 9:18 PM - Romil Ramgaria Barc: as if its going from their pocket - this is just being difficult  
11/4/20, 9:18 PM - PDG&C: No finality to anything  
11/4/20, 9:18 PM - Romil Ramgaria Barc: you should definitely fight  
11/4/20, 9:18 PM - PDG&C: Yes  
11/4/20, 9:18 PM - PDG&C: The insurance is due in December  
11/4/20, 9:18 PM - PDG&C: It will lapse in this fight  
11/4/20, 9:19 PM - Romil Ramgaria Barc: hmmm - that you should do anyway and tell them about it  
11/4/20, 9:19 PM - Romil Ramgaria Barc: so that even in case you have to leave the car, they should pay you the insurance  
11/4/20, 9:19 PM - PDG&C: Will talk to you on this  
11/4/20, 9:19 PM - Romil Ramgaria Barc: ok  
11/4/20, 9:20 PM - PDG&C: How to manoeuvre  
11/4/20, 9:20 PM - PDG&C: I am clear I will give up car in case I have to pay so much but will they pay me 75lacs at all then  
11/4/20, 9:21 PM - Romil Ramgaria Barc: dont know - they can act funny honestly  
11/4/20, 9:21 PM - PDG&C: Yes  
11/4/20, 9:21 PM - Romil Ramgaria Barc: as per the car agreement, i think we have to take the car back -  
11/4/20, 9:21 PM - PDG&C: No it's not  
11/4/20, 9:21 PM - PDG&C: I will send you the extract  
11/4/20, 9:21 PM - Romil Ramgaria Barc: ok  
11/4/20, 9:22 PM - Romil Ramgaria Barc: than you can take a tough stance  
11/4/20, 9:22 PM - PDG&C: am typing it for easy reference sir the exact words

#### Termination

In case an employee wants to terminate the arrangement before tenure due to resignation, Company may at its discretion transfer the car to the employee unless another eligible employee is identified to whom the car can be transferred. In such case the employee should pay BARC an amount equal to what needs to be paid by company to Bank

Foreclosure charges

Taxes as applicable

11/4/20, 9:23 PM - Romil Ramgaria Barc: this is vague - discretion is with company

11/4/20, 9:23 PM - PDG&C: Yes - car policy

11/4/20, 9:25 PM - Romil Ramgaria Barc: this needs to be manoeuvred else might become an issue

11/4/20, 9:25 PM - PDG&C: Yes

11/4/20, 9:25 PM - Romil Ramgaria Barc: what will be the resale value of the car now?

11/4/20, 9:25 PM - PDG&C: Don't now but may be 80-90 lacs

11/4/20, 9:26 PM - Romil Ramgaria Barc: hmmm - lets chat tomorrow on this

11/4/20, 9:26 PM - PDG&C: Ok

11/5/20, 6:47 PM - Romil Ramgaria Barc: Dialed by mistake

11/5/20, 6:50 PM - PDG&C: No issues

11/6/20, 12:03 PM - PDG&C: Pls send me the draft when free

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Chat With Romil Ramgaria

11/6/20, 10:21 PM - Romil Ramgaria Barc: have sent it to you now  
11/6/20, 10:34 PM - PDG&: Thanks so much  
11/6/20, 10:34 PM - PDG&: Will have a look  
11/6/20, 10:34 PM - Romil Ramgaria Barc: sorry for the delay  
11/6/20, 10:35 PM - PDG&: No issues  
11/6/20, 10:43 PM - PDG&: Instead of "Recovery against Car sale during Nov 2020 (Future EMIs)" can't we say Future EMIs being paid upfront?  
11/6/20, 10:43 PM - Romil Ramgaria Barc: Yes  
11/6/20, 10:44 PM - PDG&: We have to also account for TCS @0.75% right?  
11/6/20, 10:44 PM - Romil Ramgaria Barc: Yes that's a small amount. Let them highlight!  
11/6/20, 10:44 PM - PDG&: Yes  
11/9/20, 2:38 PM - PDG&: Tell me something - do you have a CA who can represent me with BARC on this car issue - can pay him separately on this  
11/9/20, 3:12 PM - Romil Ramgaria Barc: I have. But he is relative and hence will connect you with someone else whom I know well  
11/9/20, 3:12 PM - PDG&: That will be good  
11/9/20, 3:13 PM - PDG&: You can brief him or we can do jointly on a call?  
11/9/20, 3:16 PM - Romil Ramgaria Barc: I will brief him and will ask him to call you directly post that. You can share the relevant docs with him  
11/9/20, 3:16 PM - PDG&: Ok great  
11/9/20, 3:16 PM - PDG&: Give him my 98207 number only  
11/9/20, 3:16 PM - Romil Ramgaria Barc: Ok  
11/9/20, 8:07 PM - Romil Ramgaria Barc: +91 98213 41554 - Amit agarwal  
11/9/20, 8:07 PM - Romil Ramgaria Barc: Have spoken to him and briefed him  
11/9/20, 8:15 PM - PDG&: Ok would he call?  
11/9/20, 8:23 PM - Romil Ramgaria Barc: You guys can exchange message tomorrow and fix a time.  
11/9/20, 8:27 PM - PDG&: Cool  
11/10/20, 11:21 AM - PDG&: This guy is not on whatsapp? Texted him - no reply  
11/10/20, 11:22 AM - Romil Ramgaria Barc: He is on WhatsApp  
11/10/20, 11:23 AM - Romil Ramgaria Barc: Will nudge him  
11/10/20, 11:23 AM - PDG&: Oh on search not coming  
11/10/20, 11:23 AM - PDG&: Let me refresh  
11/10/20, 11:23 AM - Romil Ramgaria Barc: Have nudged him also  
11/10/20, 11:24 AM - PDG&: Ok thanks  
11/10/20, 11:38 AM - PDG&: Connected  
11/10/20, 11:47 AM - Romil Ramgaria Barc: ðŸ˜ˆ  
11/10/20, 11:58 AM - PDG&: <https://www.newsland.com/2020/11/10/trp-scam-bars-tv-audience-measurement-system-is-rotten>  
11/10/20, 12:45 PM - PDG&: again bad PR management  
11/10/20, 12:45 PM - PDG&: they had called me - i refused to talk  
11/10/20, 6:37 PM - PDG&: Would you by any chance have a copy of the car policy?  
11/10/20, 6:38 PM - Romil Ramgaria Barc: No  
11/10/20, 6:38 PM - PDG&: I asked Siva on mail  
11/10/20, 6:38 PM - PDG&: He is scared to send  
11/10/20, 6:38 PM - Romil Ramgaria Barc: ðŸ˜ˆ  
11/10/20, 6:38 PM - PDG&: Says will send photos  
11/10/20, 6:39 PM - Romil Ramgaria Barc: All of them are robots there without any own intelligence  
11/10/20, 6:39 PM - PDG&: Arre in view of their changed calculation I can officially ask for it na - don't know what environment has been created  
11/10/20, 6:39 PM - PDG&: Absolutely

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## Chat With Romil Ramgaria

11/10/20, 6:39 PM - PDG&@: They don't want to use their judgement and intelligence  
 11/10/20, 6:39 PM - Romil Ramgaria Barc: I have asked Sanjay for a copy - will try and get it  
 11/10/20, 6:39 PM - PDG&@: Great  
 11/10/20, 6:39 PM - Romil Ramgaria Barc: Yes- Sanjay is also resigning this week -  
 11/10/20, 6:40 PM - PDG&@: Otherwise I will ask ankita  
 11/10/20, 6:40 PM - Romil Ramgaria Barc: He is utterly frustrated and humiliated  
 11/10/20, 6:40 PM - PDG&@: Oh  
 11/10/20, 6:40 PM - Romil Ramgaria Barc: He is resigning without a job  
 11/10/20, 6:40 PM - PDG&@: Pushed to this point or asked  
 11/10/20, 6:40 PM - PDG&@: Oh  
 11/10/20, 6:40 PM - PDG&@: He is not even critical now - no investment no projects  
 11/10/20, 6:41 PM - PDG&@: Only purchase is stationaries&@~,,  
 11/10/20, 6:41 PM - Romil Ramgaria Barc: Yes that&@'s true - but still you need good attitude loyal people with you - in case things come back on track - but clearly he is not on the right side  
 11/10/20, 6:43 PM - PDG&@: Things will not come back on track there - take it from me - no big investment will happen - but sad part is he left without job  
 11/10/20, 6:45 PM - PDG&@: Apparently no one is going to office now - means the junta - I have a feeling it's because cops etc are in office every other day  
 11/10/20, 6:46 PM - PDG&@: And they don't want word to be out  
 11/10/20, 6:46 PM - Romil Ramgaria Barc: No - because Valencia is under renovation  
 11/10/20, 6:46 PM - Romil Ramgaria Barc: They are spending 2cr on that &@~&@  
 11/10/20, 6:46 PM - PDG&@: That's the reason being given - but they could have finished na by now  
 11/10/20, 6:46 PM - PDG&@: RC date was known  
 11/10/20, 6:46 PM - PDG&@: My god  
 11/10/20, 6:46 PM - Romil Ramgaria Barc: They just started it few days back  
 11/10/20, 6:47 PM - PDG&@: So unplanned  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: In 2cr they could have let RC for 30 more months  
 11/10/20, 6:47 PM - PDG&@: Yes  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: Absolutely bad financial decision  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: <Media omitted>  
 11/10/20, 6:47 PM - Romil Ramgaria Barc: Policy copy  
 11/10/20, 6:47 PM - PDG&@: Some ghapla with cops is happening in RC i feel  
 11/10/20, 6:48 PM - Romil Ramgaria Barc: Hmmm - may be  
 11/11/20, 12:54 AM - PDG&@: No where it says EMis will be deducted  
 11/11/20, 12:54 AM - PDG&@: Maybe some pages missing  
 11/11/20, 12:27 PM - PDG&@: [https://www.thequint.com/voices/blogs/trp-scarnab-goswami-republic-tv-news-channels-accountability-barc-trp-agency-ex-employer-experience?utm\\_source=WhatsApp\\_mWEB&utm\\_medium=Social&utm\\_campaign=socialsharebuttions&utm\\_content=b502c176-3aa6-4590-9b61-fb901abdcdb2\\_1605077569183](https://www.thequint.com/voices/blogs/trp-scarnab-goswami-republic-tv-news-channels-accountability-barc-trp-agency-ex-employer-experience?utm_source=WhatsApp_mWEB&utm_medium=Social&utm_campaign=socialsharebuttions&utm_content=b502c176-3aa6-4590-9b61-fb901abdcdb2_1605077569183)  
 11/11/20, 12:44 PM - Romil Ramgaria Barc: pekham?

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## Chat With Romil Ramgaria

11/11/20, 12:44 PM - PDG&A: Tarangini  
 11/11/20, 12:45 PM - Romil Ramgaria Barc: hmm ok - nice write up  
 11/11/20, 12:45 PM - PDG&A: Circulate  
 11/11/20, 9:19 PM - PDG&A: Pls see your mail  
 11/11/20, 9:20 PM - PDG&A: Should we put him in the front?  
 11/11/20, 9:21 PM - Romil Ramgaria Barc: Yes you can  
 11/11/20, 9:21 PM - Romil Ramgaria Barc: Your last date was Jan 2020 and not March 2020 - hence just that correction  
 11/11/20, 9:23 PM - PDG&A: Where is that mentioned  
 11/11/20, 9:23 PM - Romil Ramgaria Barc: First point  
 11/11/20, 9:24 PM - Romil Ramgaria Barc: And respectively second point also needs to be corrected  
 11/12/20, 11:07 AM - PDG&A: Are you free post lunch sometime? Could meet  
 11/12/20, 11:11 AM - Romil Ramgaria Barc: Let's do post Diwali boss. Monday or Tuesday next week. Some HH chores over the next 2-3 days  
 11/12/20, 11:20 AM - PDG&A: Cool  
 11/12/20, 11:20 AM - PDG&A: Should I introduce amit and make him write to barc??  
 11/12/20, 11:20 AM - PDG&A: Or I myself write  
 11/12/20, 11:20 AM - PDG&A: What roughly should be Amita compensation  
 11/12/20, 11:21 AM - PDG&A: On success?  
 11/12/20, 11:23 AM - Romil Ramgaria Barc: You can get Amit to write. Haven't discussed compensation with him. Would you ask him or do you want me to? You can have two tiered - basic consultancy and second which can be higher based on success  
 11/12/20, 11:24 AM - PDG&A: It will be nice if you ask  
 11/12/20, 11:25 AM - PDG&A: Let me know after you talk - I will then talk and initiate the mail's today itself  
 11/12/20, 1:13 PM - PDG&A: Just spoke to amit - he is ok with whatever we decide as fees when we get some good results  
 11/12/20, 1:16 PM - Romil Ramgaria Barc: Yes I spoke to him  
 11/20/20, 5:53 PM - Romil Ramgaria Barc: Sir - tomorrow at MCA? Or next week is better for you?  
 11/20/20, 5:53 PM - PDG&A: Next week better  
 11/20/20, 5:54 PM - PDG&A: Tom have a call with Dongre?  
 11/20/20, 5:54 PM - Romil Ramgaria Barc: Yes  
 11/20/20, 5:54 PM - Romil Ramgaria Barc: What's happening to your car thing now?  
 11/20/20, 5:54 PM - Romil Ramgaria Barc: Are they agreeing?  
 11/20/20, 5:54 PM - PDG&A: Not yet  
 11/20/20, 5:54 PM - PDG&A: On that only  
 11/20/20, 5:54 PM - Romil Ramgaria Barc: But Dongre is spineless  
 11/20/20, 5:55 PM - Romil Ramgaria Barc: He will agree and say yes I will look into it  
 11/20/20, 5:55 PM - PDG&A: Didn't want to discuss with siva  
 11/20/20, 5:55 PM - Romil Ramgaria Barc: Decision will be ultimately taken by PVR and SL  
 11/20/20, 5:55 PM - PDG&A: No got sunil also in the picture  
 11/20/20, 5:55 PM - PDG&A: He wants rahul to talk  
 11/20/20, 5:55 PM - Romil Ramgaria Barc: Ok  
 11/20/20, 5:55 PM - PDG&A: Who is PVR  
 11/20/20, 5:55 PM - Romil Ramgaria Barc: Prashant Varun rajini  
 11/20/20, 5:55 PM - PDG&A: Yes  
 11/20/20, 5:56 PM - Romil Ramgaria Barc: The trio is being called PVR now in the office

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## Chat With Romil Ramgaria

11/20/20, 5:56 PM - PDG&A: 8Y~\$8Y~\$  
 11/20/20, 5:56 PM - Romil Ramgaria Barc: Ok  
 11/23/20, 12:05 PM - Romil Ramgaria Barc: Do you have the last two copies of the barc nielsen report?  
 11/23/20, 12:06 PM - PDG&A: Will have to check mail  
 11/23/20, 12:06 PM - Romil Ramgaria Barc: Ok  
 11/23/20, 12:07 PM - PDG&A: Will check towards eve and let you know  
 11/23/20, 12:07 PM - Romil Ramgaria Barc: Ok thanks  
 11/23/20, 6:05 PM - PDG&A: <https://www.adgully.com/first-of-its-kind-networking-app-for-couples-to-be-launched-in-india-98513.html>  
 11/23/20, 6:06 PM - PDG&A: Self starter Nd life coach8Y~\$  
 11/23/20, 7:25 PM - PDG&A: Do you remember who all signed off on car policy?  
 11/23/20, 7:25 PM - PDG&A: Manashi you me for sure but CFO? Who was it then  
 11/23/20, 7:25 PM - PDG&A: The policy doesn't mention EMIs to be deducted8Y~\$  
 11/23/20, 7:26 PM - Romil Ramgaria Barc: Must be piyush only  
 11/23/20, 7:26 PM - PDG&A: That old  
 11/23/20, 7:26 PM - Romil Ramgaria Barc: Car policy is also of 2017  
 11/23/20, 7:26 PM - PDG&A: Was amended in 2018  
 11/23/20, 7:41 PM - Romil Ramgaria Barc: dont think would have been signed by cfo - there was a gap between piyush and rahul of around 9m i think  
 11/23/20, 7:44 PM - PDG&A: Yes  
 11/23/20, 7:44 PM - Romil Ramgaria Barc: profile summary is probably better than bill gates  
 11/23/20, 7:45 PM - PDG&A: Amit was raising the issue - so refund the EMIs kind of - i just told him not to use this  
 11/23/20, 7:45 PM - PDG&A: 8Y~\$  
 11/23/20, 7:45 PM - Romil Ramgaria Barc: he can to put them on back foot only - he spoke to me on sunday - he was supposed to have a call with deloitte this week  
 11/23/20, 7:46 PM - PDG&A: Yes Rahul arranging  
 11/23/20, 7:46 PM - PDG&A: Yes that's what I also told him - use for leverage verbally - but not in any written communication  
 11/23/20, 7:48 PM - Romil Ramgaria Barc: yes - but you have nothing to loose to push them back - even if he uses in written communication - and you can play the good cop if needed  
 11/23/20, 7:48 PM - PDG&A: Yes good cop bad cop we are playing  
 11/23/20, 7:49 PM - PDG&A: But don't want them to pick this up as a faulty policy made for us  
 11/23/20, 7:49 PM - PDG&A: Coincidentally I think only you and I used it  
 11/23/20, 7:49 PM - Romil Ramgaria Barc: it was for the company and sent out to everyone through email  
 11/23/20, 7:49 PM - Romil Ramgaria Barc: yes  
 11/23/20, 7:49 PM - PDG&A: Yes but faulty na  
 11/23/20, 7:50 PM - PDG&A: Passed by us and used by us  
 11/23/20, 7:50 PM - Romil Ramgaria Barc: yes - should have mentioned - however the spirit was being followed since the emi was always deducted-  
 11/23/20, 7:50 PM - PDG&A: Yes true  
 11/23/20, 7:51 PM - PDG&A: But you know how people talk - loose talk can go around  
 11/23/20, 7:55 PM - Romil Ramgaria Barc: yes I know  
 12/1/20, 12:47 PM - PDG&A: Star & Disney launch an advertising solutions product to enable digital-like targeting on TV  
<https://www.businessinsider.in/advertising/ad-tech/news/star-disney-launch-an-advertising-solutions-product-to-enable-digital-like-targeting-on->

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## Chat With Romil Ramgaria

tv/articleshow/79504921.cms?utm\_source=social\_Whatsapp&utm\_medium=social\_sharing  
&utm\_campaign=Click\_through\_social\_share

12/1/20, 1:11 PM - PDGÂ©: Isn't this similar to what zee launched? Nobody uses it though

12/1/20, 1:11 PM - PDGÂ©: This is not the 3C thing right?

12/2/20, 12:36 PM - Romil Ramgaria Barc: this is the same thing

12/2/20, 12:37 PM - Romil Ramgaria Barc: there is hardly any traction on ground

12/2/20, 12:37 PM - PDGÂ©: So they have not mentioned 3C - some other names mentioned - yes these will not be used by agencies

12/2/20, 12:37 PM - Romil Ramgaria Barc: 3C is acquired by mediaocean now

12/2/20, 12:37 PM - PDGÂ©: One of those also launched for their own satisfaction

12/2/20, 12:38 PM - PDGÂ©: Oh ok so that is mentioned

12/2/20, 12:38 PM - Romil Ramgaria Barc: yes - but madhavan not too keen on this is what i hear

12/2/20, 12:38 PM - PDGÂ©: Because Disney may not be keen

12/2/20, 12:38 PM - Romil Ramgaria Barc: because good investment has gone behind plus continues to be recurring

12/2/20, 12:38 PM - PDGÂ©: Uday was

12/2/20, 12:38 PM - Romil Ramgaria Barc: yeah may be

12/2/20, 12:38 PM - Romil Ramgaria Barc: disney beleives in using third party for these always

12/2/20, 12:38 PM - Romil Ramgaria Barc: rather than a own tool

12/2/20, 12:38 PM - PDGÂ©: He is towing the Disney line obviously

12/2/20, 12:39 PM - PDGÂ©: Yes

12/3/20, 4:53 PM - PDGÂ©: <https://www.republicworld.com/technology-news/other-tech-news/us-labour-board-accuses-google-of-spying-on-employees-before-firing-them.html>

12/3/20, 4:53 PM - PDGÂ©: Quite similar

12/3/20, 4:54 PM - PDGÂ©: Free tomorrow for lunch or coffee?

12/3/20, 4:54 PM - Romil Ramgaria Barc: Yes - tomorrow is good - 11am or 4pm - whatever suits you - MCA?

12/3/20, 4:55 PM - PDGÂ©: Yes MCA 12?

12/3/20, 4:55 PM - Romil Ramgaria Barc: Ok

12/3/20, 7:32 PM - PDGÂ©: Sorry for this - can we shift to Saturday?

12/3/20, 7:48 PM - PDGÂ©: Something has come up

12/3/20, 7:51 PM - Romil Ramgaria Barc: No issues sir. Saturday have a lunch meeting in suburb. We can do next week boss - any day comfortable to you except Wednesday

12/3/20, 7:54 PM - PDGÂ©: Sure

12/6/20, 10:00 PM - PDGÂ©: Tomorrow 3pm?

12/6/20, 10:01 PM - Romil Ramgaria Barc: Yes done

12/6/20, 10:02 PM - PDGÂ©: 8Y''

12/7/20, 2:50 PM - Romil Ramgaria Barc: Running 10 mins late sir

12/7/20, 3:05 PM - PDGÂ©: If you are driving - there is ample free parking downstairs

12/12/20, 9:45 AM - PDGÂ©: <https://www.newslaundry.com/2020/12/11/how-republic-tv-and-zee-group-illegally-reached-millions-of-viewers>

12/13/20, 9:31 AM - PDGÂ©: Vikas arrested

12/13/20, 10:11 AM - Romil Ramgaria Barc: what r u saying! this is crazy

12/13/20, 10:27 AM - PDGÂ©: Yes

12/13/20, 10:27 AM - PDGÂ©: This morning

12/13/20, 10:27 AM - PDGÂ©: Tom is his anticipatory bail application

12/13/20, 10:29 AM - Romil Ramgaria Barc: really sad!

समस्त ऑपरेटिविटी कंपोफ  
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## Chat With Romil Ramgaria

12/15/20, 10:04 AM - Romil Ramgaria Barc: they dont seem to be agreeing on the car thing!

12/15/20, 10:06 AM - PDG&: No

12/15/20, 10:06 AM - PDG&: This revised calculation is again more expensive

12/15/20, 10:06 AM - Romil Ramgaria Barc: yes- because now they have not given the benefits on EMI's prior to nov also

12/15/20, 10:07 AM - Romil Ramgaria Barc: from feb to nov

12/15/20, 10:07 AM - PDG&: Yes

12/15/20, 10:07 AM - PDG&: Have asked Amit to examine

12/15/20, 10:07 AM - Romil Ramgaria Barc: hmmm - this is pure craziness

12/15/20, 10:07 AM - Romil Ramgaria Barc: and sunil isnt even marked on the mail

12/15/20, 10:08 AM - Romil Ramgaria Barc: wants to be out of this but dictating from behind

12/15/20, 10:08 AM - Romil Ramgaria Barc: because this is something which is grey and you can take the side of employee

12/15/20, 10:08 AM - PDG&: Sunil is now badgered by arnab and others - must be fully occupied

12/15/20, 10:08 AM - PDG&: Yes

12/15/20, 10:09 AM - PDG&: Though he separately told me he will take a lenient view as long as compliances are maintained

12/15/20, 10:09 AM - Romil Ramgaria Barc: this wont happen through the normal route partho - you will have to get someone to speak to sunil

12/15/20, 10:09 AM - PDG&: These Deloitte guys are a pain too

12/15/20, 10:09 AM - Romil Ramgaria Barc: he doesnt mean what he says - he is a chamleleon

12/15/20, 10:09 AM - Romil Ramgaria Barc: i have had first hand experience

12/15/20, 10:09 AM - PDG&: Quite possibly

12/15/20, 10:10 AM - PDG&: I am waiting for Amits mail - will then pick up the phone

12/15/20, 10:10 AM - Romil Ramgaria Barc: hmm ok

12/17/20, 1:17 PM - PDG&: Pls call once free

रमेश  
फैलाना  
भा. वि. वि. स. वि. संघ  
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## Chat With Atreyee Roy BARC

11/26/18, 8:42 AM - Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

11/26/18, 8:42 AM - Atreyee Roy Barc: Happy birthday ðŸˆ¸

11/26/18, 9:02 AM - PDGÂ©: Thank you ðŸˆ¸

11/26/18, 9:03 AM - Atreyee Roy Barc: ðŸˆ¸

12/1/18, 9:36 AM - PDGÂ©: Happy budday ðŸˆ¸

12/1/18, 9:45 AM - Atreyee Roy Barc: Thanks, itâ€™s my 3rd birthday in BARC ðŸˆ¸

12/1/18, 9:51 AM - PDGÂ©: And 13th otherwise

12/1/18, 9:51 AM - PDGÂ©: ðŸˆ¸

12/1/18, 9:52 AM - Atreyee Roy Barc: Hahahaha

12/1/18, 9:52 AM - Atreyee Roy Barc: Thatâ€™s nice to hear ðŸˆ¸

12/1/18, 9:52 AM - PDGÂ©: ðŸˆ¸ ðŸˆ¸

1/5/19, 12:15 PM - PDGÂ©: [https://youtu.be/FoQzAf6PG\\_M](https://youtu.be/FoQzAf6PG_M)

1/5/19, 12:27 PM - PDGÂ©: Don't get psyched pls

1/5/19, 12:28 PM - Atreyee Roy Barc: Hahaha.... just finished watching the video

1/5/19, 12:29 PM - Atreyee Roy Barc: Thanks for sharing.... although itâ€™s a little late now.... ðŸˆ¸

1/5/19, 12:40 PM - PDGÂ©: I know

1/5/19, 7:46 PM - Atreyee Roy Barc: As of now, i am enjoying living here ðŸˆ¸

1/5/19, 7:56 PM - PDGÂ©: Which is more important ðŸˆ¸ ðŸˆ¸ ðŸˆ¸

1/5/19, 8:12 PM - Atreyee Roy Barc: ðŸˆ¸

2/28/19, 8:36 AM - PDGÂ©: Happy budday ðŸˆ¸

2/28/19, 8:39 AM - Atreyee Roy Barc: Thank you ðŸˆ¸

3/28/19, 8:25 AM - Atreyee Roy Barc: <Media omitted>

3/28/19, 9:27 AM - PDGÂ©: K

3/28/19, 9:40 AM - PDGÂ©: Only in ET? Or TOI as well?

3/28/19, 9:42 AM - Atreyee Roy Barc: Itâ€™s only in business dailies

3/28/19, 9:42 AM - PDGÂ©: Ok

3/28/19, 9:51 AM - PDGÂ©: <Media omitted>

3/28/19, 9:51 AM - PDGÂ©: what is BARC era, Bade Bhai!

3/28/19, 9:51 AM - PDGÂ©: Someone asking me

3/28/19, 10:00 AM - Atreyee Roy Barc: I guess since BARC has been around.... ðŸˆ¸

will ask Star for their explanation though....

3/28/19, 10:02 AM - Atreyee Roy Barc: It means since BARC measurement

3/28/19, 10:04 AM - PDGÂ©: Pls.reproduce here the full line

3/28/19, 10:16 AM - Atreyee Roy Barc: BARC Era means since BARC measurement

3/28/19, 10:26 AM - PDGÂ©: ðŸˆ¸ ðŸˆ¸

3/28/19, 10:27 AM - PDGÂ©: Sounds like a history class

3/28/19, 10:27 AM - PDGÂ©: We didn't check the copy?

3/28/19, 10:30 AM - Atreyee Roy Barc: <Media omitted>

3/28/19, 10:30 AM - Atreyee Roy Barc: We did

3/28/19, 10:56 AM - PDGÂ©: ðŸˆ¸

3/28/19, 11:31 AM - PDGÂ©: What was the ooh lift this time

3/28/19, 11:32 AM - PDGÂ©: The ad numbers are with OOH right?

3/28/19, 11:38 AM - PDGÂ©: ????

3/28/19, 11:38 AM - Atreyee Roy Barc: 219mn is with OOH

3/28/19, 11:39 AM - PDGÂ©: Can you mail to Punit Mishra with a copy to me - that the number in ad is with ooh

3/28/19, 11:39 AM - Atreyee Roy Barc: Last year only TV for Star was 167mn (coverage)

3/28/19, 11:39 AM - PDGÂ©: That was in ad right?

3/28/19, 11:40 AM - Atreyee Roy Barc: Yes

समस्त ज्योतिषीसह चंन  
 [Signature]  
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## Chat With Atreyee Roy BARC

3/28/19, 11:40 AM - Atreyee Roy Barc: I am not marked in the mail i think. Let me check with Rushabh/Sakhshi

3/28/19, 11:45 AM - Atreyee Roy Barc: The mail from Punit Mishra has not come to any of us.

3/28/19, 11:46 AM - PDG&A: He has texted me

3/28/19, 12:06 PM - Atreyee Roy Barc: Spoke to Rushabh, he is writing to Punit

3/28/19, 12:06 PM - PDG&A: Ok

3/28/19, 12:07 PM - PDG&A: Ask him to check with Romil on how to position

3/28/19, 12:07 PM - Atreyee Roy Barc: Sure

3/28/19, 12:07 PM - PDG&A: Pls tell him to write that I am on leave

3/28/19, 12:07 PM - PDG&A: Else he will continue to ping

3/28/19, 12:07 PM - Atreyee Roy Barc: Done

3/28/19, 12:31 PM - Atreyee Roy Barc: Romil has already had a chat with Punit and clarified.

3/28/19, 12:37 PM - PDG&A: Ok

3/28/19, 5:38 PM - PDG&A: Star movies jump - whats the story?

3/28/19, 5:55 PM - Atreyee Roy Barc: So MNX (wk 11 onwards) and Movies Now (before wk 11) were on the landing page of tccl in TN

3/28/19, 6:16 PM - Atreyee Roy Barc: Besides that, the ranking has changed post NTO

3/28/19, 6:35 PM - PDG&A: Star movies?

3/28/19, 6:35 PM - PDG&A: Star movies HD?

3/28/19, 9:29 PM - Atreyee Roy Barc: Star Movies

3/28/19, 9:32 PM - PDG&A: What happened

3/28/19, 9:33 PM - PDG&A: How much did it rise

3/28/19, 9:33 PM - PDG&A: Why

3/28/19, 9:34 PM - Atreyee Roy Barc: No no, Star Movies fell in terms of position, MNX and Movies Now increased because of landing page....

3/28/19, 9:36 PM - PDG&A: Pls send me last 6 weeks chart of the top 5

3/28/19, 9:36 PM - PDG&A: Also HD

3/28/19, 10:05 PM - PDG&A: Star movies HD - what's the reason for it to shoot up?

3/28/19, 10:06 PM - PDG&A: <Media omitted>

3/28/19, 10:07 PM - PDG&A: Pls try and respond faster

3/29/19, 7:41 AM - Atreyee Roy Barc: <Media omitted>

3/29/19, 7:41 AM - Atreyee Roy Barc: <Media omitted>

3/29/19, 8:41 AM - Atreyee Roy Barc: <Media omitted>

3/29/19, 9:34 AM - PDG&A: Show me the trend for HD channels and Star Movies HD

3/29/19, 9:36 AM - Atreyee Roy Barc: Sure. Also, this is at the All India level. I am also getting it checked for Megacities basis your screenshot.

3/29/19, 10:09 AM - Atreyee Roy Barc: <Media omitted>

10/22/19, 1:40 PM - Atreyee Roy Barc: It is kind of difficult to imagine BARC without you. The news comes as a big shock.

10/22/19, 2:12 PM - PDG&A: ढय-डय\*.

11/26/19, 7:54 AM - Atreyee Roy Barc: Many happy returns of the day ढय-ड

11/26/19, 11:05 AM - PDG&A: Thank you Atreyee ढय-ड

11/30/19, 9:28 AM - PDG&A: You have left? Or could have driven with me ढय\*.

11/30/19, 9:32 AM - Atreyee Roy Barc: ढय-डI was planning to leave around 10:30/11. What time are you leaving?

11/30/19, 9:34 AM - PDG&A: Now

11/30/19, 9:35 AM - PDG&A: Can you come no?

11/30/19, 9:35 AM - PDG&A: Now?

11/30/19, 9:35 AM - Atreyee Roy Barc: I was getting ready according to 10:30am..... some other time then

समस्त आलोचनीयता पंच-०५  
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## Chat With Atreyee Roy BARC

11/30/19, 9:35 AM - PDGÅ@: Plan to have breakfast at Kamats  
 11/30/19, 9:35 AM - PDGÅ@: Sure  
 11/30/19, 9:35 AM - Atreyee Roy Barc: My loss  
 11/30/19, 10:02 AM - PDGÅ@: Another timeðY~Š  
 11/30/19, 11:13 AM - Atreyee Roy Barc: Will look forward ðY~Š  
 11/30/19, 11:59 AM - PDGÅ@: You let me know - i will be relatively free now  
 11/30/19, 1:34 PM - Atreyee Roy Barc: Will plan something  
 11/30/19, 1:42 PM - PDGÅ@: ðY~  
 1/29/20, 3:49 PM - Atreyee Roy Barc: Apart from Bongs, everyone else needs to take precaution against Corona virus. It will not affect Bongs much because, since childhood, we are immune to 'Corona'  
 Eta Corona  
 Ota Corona  
 Birokto Corona  
 Bandrami Corona  
 Jhogra Corona  
 Maramari Corona  
 Dustumi Corona  
 Besi Nachanachi Corona  
 and so on....  
 So bongs, just chill ðY~  
 1/29/20, 3:49 PM - PDGÅ@: Arektao - prem corona  
 1/29/20, 3:49 PM - PDGÅ@: ðY~  
 1/29/20, 3:49 PM - Atreyee Roy Barc: ðY~f  
 2/26/20, 8:39 PM - Atreyee Roy Barc: <Media omitted>  
 2/26/20, 8:40 PM - PDGÅ@: ðY~„ðY~„ðY~„  
 2/26/20, 8:40 PM - PDGÅ@: What birthday plans?  
 2/26/20, 8:41 PM - Atreyee Roy Barc: ðY~<sup>3</sup>  
 2/26/20, 8:41 PM - Atreyee Roy Barc: FB reminder? ðY~  
 2/26/20, 8:41 PM - PDGÅ@: That should come on the dayðY~  
 2/26/20, 8:42 PM - Atreyee Roy Barc: I think it comes for the upcoming birthdays as well ðY~Š  
 2/26/20, 8:43 PM - PDGÅ@: So what plans  
 2/26/20, 8:44 PM - Atreyee Roy Barc: No plans, as of now ðY~Š  
 2/26/20, 8:48 PM - PDGÅ@: Let's do a drink next week  
 2/26/20, 8:49 PM - PDGÅ@: Tell me a day when convenient  
 2/26/20, 8:57 PM - Atreyee Roy Barc: ðY~Š  
 2/26/20, 8:57 PM - PDGÅ@: ?  
 2/26/20, 8:58 PM - Atreyee Roy Barc: I miss the office parties when you were around  
 2/26/20, 8:58 PM - PDGÅ@: I miss them too  
 2/26/20, 8:58 PM - Atreyee Roy Barc: Drinks in the middle of the week may not be a good idea  
 2/26/20, 8:58 PM - PDGÅ@: But parties do happen now right?  
 2/26/20, 8:59 PM - Atreyee Roy Barc: So are you throwing a party like before?  
 2/26/20, 8:59 PM - Atreyee Roy Barc: I havenâ€™t attended any....  
 2/26/20, 8:59 PM - PDGÅ@: Why? You won't be able to get up?  
 2/26/20, 8:59 PM - PDGÅ@: ðY~Š  
 2/26/20, 8:59 PM - Atreyee Roy Barc: If i have to, then i will not drink well  
 2/26/20, 8:59 PM - PDGÅ@: Nothing soon I guess  
 2/26/20, 9:00 PM - PDGÅ@: Really?  
 2/26/20, 9:01 PM - Atreyee Roy Barc: We could do a get together....  
 2/26/20, 9:01 PM - PDGÅ@: Friday is your birthday or else would have said Friday let us

बसन्त झोपेचीमही पंच.  
 Patel  
 26/02



Chat With Atreyee Roy BARC

2/26/20, 9:01 PM - PDGÂ©: Yes we could - in some time  
 2/26/20, 9:01 PM - PDGÂ©: Not so soon. - people will think I am poaching people  
 2/26/20, 9:01 PM - Atreyee Roy Barc: ðŸ™  
 2/26/20, 9:02 PM - Atreyee Roy Barc: True.... but only if people get to know  
 2/26/20, 9:02 PM - PDGÂ©: I am sure you can manage a few  
 2/26/20, 9:02 PM - PDGÂ©: Moment it's abfew people' - there will be whispers  
 2/26/20, 9:13 PM - Atreyee Roy Barc: depends on who all are invited.... but ya, i agree!  
 2/26/20, 9:18 PM - PDGÂ©: YesðŸ™  
 2/26/20, 9:24 PM - Atreyee Roy Barc: But whenever the actual poaching party happens, i want to be part of it ðŸ™  
 2/26/20, 9:24 PM - PDGÂ©: ðŸ™ðŸ™  
 2/26/20, 9:27 PM - Atreyee Roy Barc: ðŸ™ðŸ™  
 2/28/20, 9:18 AM - PDGÂ©: Happy budday ðŸ™,  
 2/28/20, 9:43 AM - Atreyee Roy Barc: Thank you ðŸ™  
 4/2/20, 2:05 PM - Atreyee Roy Barc: Wadala housing complex under complete lockdown - <https://mumbaimirror.indiatimes.com/coronavirus/news/wadala-housing-complex-under-complete-lockdown/articleshow/74940704.cms>  
 4/2/20, 2:06 PM - Atreyee Roy Barc: Hope all is well at your end  
 4/2/20, 2:07 PM - PDGÂ©: All good  
 4/2/20, 2:07 PM - PDGÂ©: This is a gentleman living in the opposite building  
 4/2/20, 2:07 PM - PDGÂ©: But complex sealed  
 4/2/20, 2:08 PM - Atreyee Roy Barc: What about the essentials? Are you allowed to go out to get them?  
 4/2/20, 2:12 PM - PDGÂ©: All requirements being clubbed and things being delivered at gate  
 4/2/20, 2:15 PM - Atreyee Roy Barc: ðŸ™ðŸ™  
 4/2/20, 2:15 PM - Atreyee Roy Barc: Stay safe  
 4/2/20, 2:39 PM - PDGÂ©: ðŸ™  
 11/26/20, 10:10 AM - Atreyee Roy Barc: Happy birthday ðŸ™  
 11/26/20, 10:15 AM - PDGÂ©: Thank you Atreyee

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Chat With Rushabh Mehta

2/18/20, 4:17 PM - Rushabh Rajesh Mehta: Thank you Sir, see you tomorrow ॐ-ॐ  
 4/1/20, 1:13 PM - Rushabh Rajesh Mehta: Hello Sir...hv heard abt of some reports where people who attended Nizamuddin had come to Wadala...not sure how true are these news...hope you are safe and everything is fine in your locality...take care  
 4/1/20, 1:14 PM - PDG@: Yes they locked down Last eve the whole complex because of that  
 4/1/20, 1:15 PM - PDG@: Then last night one case has been identified with infection  
 4/1/20, 1:15 PM - PDG@: So now total lockdown  
 4/1/20, 1:15 PM - PDG@: You can't get out of building  
 4/1/20, 1:15 PM - Rushabh Rajesh Mehta: Oh...plz stay safe sir  
 4/1/20, 1:16 PM - PDG@: ॐ-ॐ  
 4/1/20, 1:16 PM - PDG@: Thanks for checking hope everything is ok with you and family  
 4/1/20, 1:16 PM - Rushabh Rajesh Mehta: Yes Sir...so far it is safe  
 4/1/20, 1:19 PM - PDG@: Good  
 4/14/20, 10:56 AM - Rushabh Rajesh Mehta: Happy new year Sir, may you have a great year ahead ॐ-ॐ  
 4/14/20, 10:57 AM - PDG@: ॐ-ॐ ॐ-ॐ ॐ-ॐ  
 5/1/20, 12:09 PM - PDG@: Hi Rushabh - hope you are doing well and enjoying life at home ॐ-ॐ  
 5/1/20, 12:09 PM - PDG@: Wanted to know something  
 5/1/20, 12:10 PM - PDG@: Is there any distribution agency called Crystal or Krystal? Who undertake distribution for channels? Any idea how are they?  
 5/1/20, 1:07 PM - Rushabh Rajesh Mehta: Hello Sir...m fine. I shall find out about this agency and get back to you  
 5/1/20, 1:08 PM - PDG@: Ok  
 5/1/20, 1:52 PM - Rushabh Rajesh Mehta: Hello Sir, there is an agency called as Crystal Media. The owner is Mr. Ashish Chaudhary. He is an ex-employee of News 24 distribution. He has a smaller setup in currey road and undertakes distribution for small channels catering mainly to news channels. His expertise is mainly into channel placement & carriage negotiations. Little weaker on subscription contracts since he mainly manages FTA channels. The feedback is that he is quite money minded, likely to get work done on distribution but will ask for his share on most deals with operators.  
 5/1/20, 1:57 PM - PDG@: Is he a crook?  
 5/1/20, 1:57 PM - PDG@: Is he also in the tampering circuit?  
 5/1/20, 1:59 PM - Rushabh Rajesh Mehta: Sir, he charges cut from carriage money paid to operators on behalf of his broadcasting clients...not sure on tampering piece  
 5/1/20, 2:00 PM - PDG@: Ok thanks  
 5/1/20, 2:00 PM - Rushabh Rajesh Mehta: ॐ-ॐ ॐ-ॐ  
 5/1/20, 3:31 PM - Rushabh Rajesh Mehta: Sir...I got one more feedback mentioning not a clean person  
 5/1/20, 3:31 PM - PDG@: Hmmm expected  
 5/1/20, 3:45 PM - PDG@: Hathway  
 Den  
 Siti  
 In cable  
 Gtpl  
 Fast way  
 Tata sky

समस्त ओपेरेटिविटी पंन  
 Gatoral, २७



Chat With Rushabh Mehta

Dish Videocon

Airtel

Freedish

5/1/20, 3:46 PM - PDGÂ©: Will these 10 contribute roughly 85% of universe?  
 5/1/20, 3:46 PM - PDGÂ©: In hsm?  
 5/1/20, 3:48 PM - Rushabh Rajesh Mehta: Will let you know in 2 minutes sir  
 5/1/20, 3:50 PM - PDGÂ©: Cool  
 5/1/20, 3:56 PM - Rushabh Rajesh Mehta: Yes Sir around 85%  
 5/1/20, 3:56 PM - PDGÂ©: Ok  
 5/19/20, 6:40 PM - PDGÂ©: <Media omitted>  
 5/19/20, 6:40 PM - PDGÂ©: Hi how are you doing  
 5/19/20, 6:40 PM - PDGÂ©: Do you know this guy? How is he  
 5/19/20, 6:43 PM - Rushabh Rajesh Mehta: Hello Sir...m fine  
 5/19/20, 6:44 PM - Rushabh Rajesh Mehta: Yes Sir...I know him  
 5/19/20, 6:44 PM - Rushabh Rajesh Mehta: He used to look into operation of Taj television (Zeeâ€™s distribution arm then)  
 5/19/20, 6:48 PM - PDGÂ©: I am looking for a few people in distribution - head of disti and regional heads for a FTA channel  
 5/19/20, 6:48 PM - PDGÂ©: If you know some good people you can refer  
 5/19/20, 6:49 PM - Rushabh Rajesh Mehta: Ok Sir  
 5/19/20, 6:49 PM - Rushabh Rajesh Mehta: Sir..is it possible for you to spk right now  
 5/19/20, 6:58 PM - PDGÂ©: Yes call  
 5/21/20, 8:31 PM - Rushabh Rajesh Mehta: <Media omitted>  
 5/21/20, 8:32 PM - Rushabh Rajesh Mehta: Mohan Shankarâ€™s CV if for all India head level...he is working with NDTV  
 5/21/20, 8:33 PM - Rushabh Rajesh Mehta: <Media omitted>  
 5/21/20, 8:33 PM - Rushabh Rajesh Mehta: Naushad for North and East  
 5/21/20, 8:34 PM - Rushabh Rajesh Mehta: <Media omitted>  
 5/21/20, 8:34 PM - Rushabh Rajesh Mehta: Anand Mohan Jha for West  
 5/21/20, 8:35 PM - PDGÂ©: Thanks will go thru  
 5/21/20, 8:35 PM - Rushabh Rajesh Mehta: Your always welcome Sir 8Y~8Y~8  
 5/21/20, 8:35 PM - Rushabh Rajesh Mehta: Anything for you 8Y~8  
 7/31/20, 5:34 PM - Rushabh Rajesh Mehta: Hello Sir...wud like to spk to you whenever you are free  
 7/31/20, 5:41 PM - PDGÂ©: Sure Rushabh  
 7/31/20, 5:41 PM - PDGÂ©: Around 7?  
 7/31/20, 5:41 PM - PDGÂ©: Out now  
 7/31/20, 5:41 PM - Rushabh Rajesh Mehta: Ok sir  
 8/4/20, 11:22 PM - Rushabh Rajesh Mehta:  
<https://bestmediainfo.com/2020/08/commentary-another-shakeup-at-barc-but-who-is-behind-it/>  
 8/4/20, 11:23 PM - PDGÂ©: Saw  
 8/6/20, 7:02 PM - PDGÂ©: Send me your CV on whatsapp pls  
 8/6/20, 7:03 PM - Rushabh Rajesh Mehta: Sure Sir  
 8/6/20, 7:04 PM - Rushabh Rajesh Mehta: <Media omitted>  
 8/6/20, 7:10 PM - PDGÂ©: Tx  
 8/9/20, 10:52 AM - Rushabh Rajesh Mehta: Hello Sir, you remember Karan Bajaj had come to our office after the launch of Discovery Jeet, which bombed. He moved on and found White Hat Jr. Now he became a rock star in start up ecosystem after selling it to BYJUâ€™s... Sir apna time bhi ayega...letâ€™s create history 8Y~8  
 8/9/20, 12:48 PM - PDGÂ©: Yes read about it 8Y~8  
 8/22/20, 10:56 AM - Rushabh Rajesh Mehta: Happy Ganesh Chaturti Sir to you and your family 8Y~8

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Chat With Rushabh Mehta

8/22/20, 11:26 AM - PDGAA@: 8Y™ 8Y™»  
8/22/20, 11:26 AM - PDGAA@: 8Y™  
10/1/20, 3:30 PM - PDGAA@: Shashi sir or IPG team may connect with you for an opening they have  
10/1/20, 4:20 PM - Rushabh Rajesh Mehta: Ok sure Sir. Thank you sir 8Y™ 8Y™  
10/14/20, 11:27 AM - Rushabh Rajesh Mehta: Hello Sir, hope you are doing fine. I haven't received any call from IPG team yet. Seeking your help  
10/14/20, 11:27 AM - PDGAA@: Lemme check  
10/14/20, 11:28 AM - Rushabh Rajesh Mehta: Thank you sir  
11/6/20, 11:07 AM - PDGAA@: Congratulations  
11/6/20, 11:22 AM - Rushabh Rajesh Mehta: Thank you very much Sir 8Y™.  
11/14/20, 8:24 AM - Rushabh Rajesh Mehta: Hello Sir wishing you & your family a very happy Diwali 8Y™ 8Y™  
11/14/20, 10:55 AM - PDGAA@: <Media omitted>

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Chat With Venkat Ch BARC

11/23/18, 9:27 PM - Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

11/23/18, 9:27 PM - PDG&: What is Madhavans email id?

11/23/18, 9:46 PM - Venkat Ch Barc: madhavan.k@startv.com

11/23/18, 9:49 PM - PDG&: K

11/26/18, 4:34 PM - Venkat Ch Barc: Wish u a very happy birthday Sir ðŸ™ƒ

11/26/18, 4:38 PM - PDG&: Thanks Venkat

12/13/18, 2:04 PM - PDG&: Pls call

12/13/18, 2:04 PM - PDG&: Not getting thru

12/13/18, 2:09 PM - Venkat Ch Barc: Hi Sir...just landed in Goa

12/13/18, 2:10 PM - Venkat Ch Barc: Was in the flight

12/13/18, 2:14 PM - PDG&: Hope you have the ppt

12/13/18, 2:14 PM - PDG&: May need a correction

12/13/18, 2:14 PM - PDG&: Call when out

12/13/18, 2:24 PM - PDG&: Will start at 430

12/13/18, 2:24 PM - Venkat Ch Barc: Okay sir.... we'll reach there by 4

12/13/18, 2:24 PM - PDG&: Let's not use the slide - may irritate sales people

12/13/18, 2:24 PM - Venkat Ch Barc: Yes....got it

12/13/18, 2:33 PM - PDG&: Pls check - any other guest speakers like us

12/13/18, 2:33 PM - PDG&: Us

12/13/18, 2:42 PM - Venkat Ch Barc: Okay Sir

12/13/18, 3:15 PM - Venkat Ch Barc: Only us sir

12/13/18, 3:15 PM - PDG&: Ok

12/13/18, 3:59 PM - PDG&: Pls message once you are in venue

12/13/18, 4:01 PM - Venkat Ch Barc: Yes Sir

12/13/18, 4:50 PM - PDG&: That girl is Aparna right

12/13/18, 4:50 PM - PDG&: Your team

12/13/18, 4:50 PM - Venkat Ch Barc: Yes sir

12/13/18, 5:57 PM - PDG&: Take details of where to meet

12/13/18, 5:57 PM - PDG&: I have a car

12/13/18, 5:57 PM - PDG&: Can pick you guys up

12/13/18, 6:03 PM - Venkat Ch Barc: Okay sir

12/13/18, 6:03 PM - Venkat Ch Barc: We have a car sir.... we'll come directly....

12/13/18, 6:03 PM - Venkat Ch Barc: It would be opposite way for u...

12/13/18, 6:03 PM - Venkat Ch Barc: Will mail u the address and location

12/13/18, 6:48 PM - Venkat Ch Barc: Calamari Bathe & Binge

Dando Beach, Beside Santana Beach Resort, Candolim, Goa 403515  
093717 03536 <https://www.google.com/search?client=ms-unknown&q=Calamari+Bathe+%26+Binge&ludocid=3171598385967241105&ibp=gwp;0,7&kgs=485de5d88ea2b910&shndl=-1&source=sh/x/kp/local&entrypoint=sh/x/kp/local>  
12/13/18, 6:48 PM - Venkat Ch Barc: Dear All, we are meeting at Calamari beach restaurant at 8 pm for dinner/ cocktail. Calamari is fairly close to our hotel; we shall all meet up at reception at 7.30 pm and have a walk towards Calamari.

Rgds JJ

12/13/18, 6:51 PM - PDG&: Ok

12/14/18, 9:22 AM - PDG&: Pls send Kevin all insight papers including the HD one

12/14/18, 9:24 AM - Venkat Ch Barc: Okay sir

12/26/18, 11:25 PM - Venkat Ch Barc: <Media omitted>

12/26/18, 11:25 PM - Venkat Ch Barc: Sir...I tght Star doesn't want ratings to be stopped

12/26/18, 11:25 PM - Venkat Ch Barc: At least Star South

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Rgds  
JJ



## Chat With Venkat Ch BARC

12/26/18, 11:29 PM - PDG&A: No they want it stopped  
 12/26/18, 11:32 PM - Venkat Ch Barc: Ohh...  
 12/26/18, 11:33 PM - Venkat Ch Barc: South Jan is Sankranti and Pongal season and specials are usually planned by channels  
 12/26/18, 11:35 PM - PDG&A: Kevin and KM should voice it then  
 12/26/18, 11:37 PM - Venkat Ch Barc: Yeah ...Star Vijay had raised it...  
 1/7/19, 6:06 PM - PDG&A: You think Mahesh will be ok to join techcomm?  
 1/7/19, 6:07 PM - Venkat Ch Barc: Ideally board...but since they are not IBF... we'll say ...get into tech comm first...then we'll find a way for board. And decisions taken by techcomm are usually approved by board  
 1/7/19, 6:13 PM - PDG&A: Ok  
 1/22/19, 2:12 PM - PDG&A: venkat from zee was mentioning your meeting with Anu of Zee telegu  
 1/22/19, 2:12 PM - PDG&A: pls debrief me when you can  
 1/22/19, 2:21 PM - Venkat Ch Barc: Okay sir...sure  
 1/22/19, 5:37 PM - Venkat Ch Barc: <Media omitted>  
 1/22/19, 5:38 PM - Venkat Ch Barc: Sir...can I now  
 1/22/19, 5:39 PM - Venkat Ch Barc: Call\*  
 1/22/19, 5:39 PM - PDG&A: What's this  
 1/22/19, 5:39 PM - PDG&A: Give me 10 min  
 1/22/19, 5:39 PM - Venkat Ch Barc: Sure sir...  
 2/12/19, 3:36 PM - PDG&A: Can you mail me something on owners of TV5  
 2/12/19, 3:44 PM - Venkat Ch Barc: Okay sir  
 2/13/19, 8:40 PM - Venkat Ch Barc: Sir...is it possible to reach Ramoji tmrw by 12pm...they are preparing a ppt for their chairman....they want to show us that first  
 2/13/19, 10:42 PM - PDG&A: Ok  
 2/13/19, 11:17 PM - PDG&A: Do I need to see their ppt?  
 2/13/19, 11:17 PM - PDG&A: You guys should be enough na  
 2/13/19, 11:19 PM - Venkat Ch Barc: Yeah that should also be fine  
 2/13/19, 11:30 PM - PDG&A: Let me know when to reach where  
 2/13/19, 11:33 PM - Venkat Ch Barc: Sure sir  
 2/14/19, 8:36 AM - PDG&A: So how long will it take from Sheraton in financial district to Ramoji Rao studios  
 2/14/19, 8:37 AM - PDG&A: And in there where should I reach  
 2/14/19, 8:37 AM - PDG&A: By 1230 right?  
 2/14/19, 9:26 AM - Venkat Ch Barc: It'll take 1hr 30 mins sir  
 2/14/19, 9:27 AM - Venkat Ch Barc: Tell the driver to take the outer ring road route... There won't be any traffic  
 2/14/19, 9:29 AM - PDG&A: He told me one hour  
 2/14/19, 9:29 AM - PDG&A: Ok  
 2/14/19, 9:29 AM - PDG&A: So where in Ramoji studios do I have to reach  
 2/14/19, 9:29 AM - PDG&A: Hope no issues at gate etc  
 2/14/19, 9:30 AM - PDG&A: It's a complicated and big place inside - been once  
 2/14/19, 9:30 AM - Venkat Ch Barc: After reaching the main gate... you'll have to say meeting with ETV... they'll direct you to an inside gate of the film city....which is another 5 kms inside  
 2/14/19, 9:31 AM - Venkat Ch Barc: I'll give your car details there.... they'll allow the vehicle directly  
 2/14/19, 9:32 AM - PDG&A: Ok  
 2/14/19, 9:32 AM - PDG&A: 1230 is meeting with Ramoji Rao right?  
 2/14/19, 9:32 AM - PDG&A: Which building is that in  
 2/14/19, 9:38 AM - Venkat Ch Barc: That is in the chairman building sir.. .all the buildings are adjacent to each other

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*[Signature]* *[Signature]* *[Signature]*



## Chat With Venkat Ch BARC

2/14/19, 9:39 AM - PDG&: Ok so I go straight to Chairman building?  
 2/14/19, 9:41 AM - Venkat Ch Barc: Yup.. I'll keep you posted on this  
 2/14/19, 11:25 AM - PDG&: Cmw  
 2/15/19, 9:50 AM - Venkat Ch Barc: Sir...Subbu (guy beside u) is the buss head of Gemini  
 2/15/19, 9:50 AM - Venkat Ch Barc: He'll be there in the meeting today with Mahesh  
 2/15/19, 9:56 AM - PDG&: Yes ðŸˆŠ  
 2/15/19, 9:56 AM - PDG&: Shouldn't we restrict number of people in meeting?  
 2/15/19, 9:57 AM - PDG&: Maybe Mahesh and him only?  
 2/15/19, 9:57 AM - PDG&: We are pointing fingers  
 2/15/19, 9:59 AM - Venkat Ch Barc: So from their side...Mahesh, Subbu and Siva are there in the meeting  
 2/15/19, 9:59 AM - Venkat Ch Barc: Siva is their research head  
 2/15/19, 10:01 AM - PDG&: Siva required?  
 2/15/19, 10:01 AM - Venkat Ch Barc: May not be.... I'll msg Mahesh subtly on this  
 2/15/19, 10:02 AM - PDG&: Yes  
 2/15/19, 10:02 AM - PDG&: Tell him we will discuss sensitive stuff  
 2/15/19, 10:02 AM - PDG&: So closer the circle is better  
 2/15/19, 10:02 AM - Venkat Ch Barc: Yes sir  
 2/15/19, 11:58 AM - Venkat Ch Barc: Murasoli Maran Towers, 73, MRC Nagar Main Rd, MRC Nagar, Raja Annamalai Puram, Chennai, Tamil Nadu 600028  
 3/18/19, 3:34 PM - Venkat Ch Barc: Hi Sir....just fyi...had a lunch meeting with TV5, they said they want to be in the top 3 and the guy said let's close something between u, me and our chairman....  
 3/18/19, 3:34 PM - PDG&: ðŸˆŠ  
 3/18/19, 3:34 PM - PDG&: Who is this guy  
 3/18/19, 3:35 PM - Venkat Ch Barc: He is head of Sales n Marketing  
 3/18/19, 3:35 PM - Venkat Ch Barc: But like right hand to the chairman  
 3/18/19, 3:35 PM - PDG&: Name?  
 3/18/19, 3:35 PM - Venkat Ch Barc: Srinivas Murthy  
 3/18/19, 3:36 PM - PDG&: K  
 3/18/19, 3:36 PM - Venkat Ch Barc: He also said that we know Dharamveer is working with TV9 and the mandate is to keep TV9 no 1 and us at no 5  
 3/18/19, 3:36 PM - Venkat Ch Barc: Told all these are rubbish  
 3/18/19, 3:37 PM - PDG&: K  
 3/18/19, 3:37 PM - PDG&: Is TV9 number one by a large margin?  
 3/18/19, 3:39 PM - Venkat Ch Barc: Not so much....but the gap is around 20 GRPs between them and no 2 which can be perceived as large by the market  
 3/18/19, 3:40 PM - PDG&: Who is number 1 to 5?  
 3/18/19, 3:42 PM - Venkat Ch Barc: TV9, NTV, V6, Sakshi TV, TV5  
 3/18/19, 3:42 PM - PDG&: K  
 3/18/19, 3:43 PM - Venkat Ch Barc: So channels 3 to 5 keep changing positions  
 3/18/19, 3:44 PM - PDG&: K  
 3/22/19, 5:27 PM - PDG&: Write me a mail and officially report this  
 3/22/19, 5:27 PM - Venkat Ch Barc: Okay Sir  
 6/29/19, 10:08 PM - PDG&: I am seeking a Meeting for Rajeswari Roy - Ramoji Group, Children's Cluster to discuss the following;  
 1.Introductory meeting with concerned person and discussions for arranging a training session on BARC in Hyderabad for 8 persons.

2. Meeting with BARC representative who handles children's research

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# Chat With Venkat Ch BARC

Preferably on 18th July or per your availability in Mumbai.

6/29/19, 10:08 PM - PDG&@: +91 91211 60388 rajeswari roy

6/29/19, 10:08 PM - PDG&@: Pls talk to her

6/29/19, 10:27 PM - Venkat Ch Barc: Okay sir

8/1/19, 3:59 PM - Venkat Ch Barc: Hi Sir,

Wanted to thank you for the LTIP bonus. Was pleasantly surprised, wasn't expecting as I did not get the required rating. Thank you for having faith n confidence in me 8Y~\$

8/1/19, 4:00 PM - PDG&@: Keep continuing the good work8Y~\$

8/1/19, 4:00 PM - Venkat Ch Barc: Yes I will 8Y~\$8Y~\$»

9/27/19, 1:45 PM - Venkat Ch Barc: Hi Sir,

Aparna and Som would be there in the evening at ITC to coordinate the interviews...

9/27/19, 2:19 PM - PDG&@: 8Y~\$

9/27/19, 2:19 PM - PDG&@: Yes met them

9/27/19, 2:20 PM - Venkat Ch Barc: Cool...8Y~\$8Y~\$»

9/27/19, 6:39 PM - PDG&@: Pls ask Anup to text me once in hotel

9/27/19, 6:44 PM - Venkat Ch Barc: Sure sir

9/27/19, 8:06 PM - Venkat Ch Barc: <Media omitted>

9/27/19, 8:06 PM - Venkat Ch Barc: <Media omitted>

9/27/19, 8:06 PM - Venkat Ch Barc: <Media omitted>

9/27/19, 8:06 PM - Venkat Ch Barc: Team is happy to have met you Sir...

9/27/19, 8:16 PM - PDG&@: 8Y~\$8Y~\$»

9/27/19, 8:16 PM - PDG&@: Couldn't spend much time

9/27/19, 8:16 PM - PDG&@: We should have done a dinner

9/27/19, 8:17 PM - Venkat Ch Barc: Hmm...we should do it next time when u r in Blore again

9/27/19, 11:44 PM - PDG&@: Pls speak to me sometime tom on some spot trek data for vijay Karnataka - ranjeet Kate is their ceo

9/28/19, 4:24 AM - Venkat Ch Barc: Okay sir

9/28/19, 11:08 AM - PDG&@: What's the response from attendees - the talk was well received?

9/28/19, 11:09 AM - Venkat Ch Barc: Yes sir....had chatted with the team...they said it was smooth and we'll received

9/28/19, 11:09 AM - PDG&@: Ok

9/28/19, 11:19 PM - PDG&@: <https://youtu.be/8lT6FlE3vzg>

9/29/19, 12:03 AM - Venkat Ch Barc: 8Y~\$8Y~\$8Y~\$»

9/30/19, 10:30 AM - PDG&@: <Media omitted>

9/30/19, 10:30 AM - PDG&@: Daily which brands have run spots on which channel

9/30/19, 10:41 AM - Venkat Ch Barc: Sure Sir....

10/10/19, 7:19 PM - Venkat Ch Barc: <Media omitted>

10/10/19, 7:19 PM - Venkat Ch Barc: Mr. Sreekandan Nair, MD, Flowers TV and Twenty Four

10/10/19, 7:19 PM - Venkat Ch Barc: TRANSLATION:

BARC or Broadcast Audience Research Council is the body that scientifically reports television ratings in the country. A company that started with 20K meters is already up to 40K now. They are also trying to make the system more scientific and transparent. FLOWERS has been associated with BARC since 2015 and 24 since 2018 Dec. As a growing company, Barc has actively been trying to resolve issues coming up in the market. They are also trying to reach more people and improve the system using ways like return path and we are quite happy

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## Chat With Venkat Ch BARC

about it. We wish them all the best for the future and hope that their processes will get more scientific and transparent as they grow.

10/10/19, 7:20 PM - Venkat Ch Barc: He is a very popular figure Sir in Kerala market... He does a lot of talk shows, chat shows on his GEC channel and does anchoring on their news channel

10/10/19, 7:21 PM - PDG&C: We need to subtitle it in the creative

10/10/19, 7:21 PM - Venkat Ch Barc: Yes will do it

10/10/19, 7:23 PM - PDG&C: ðŸ™•

10/10/19, 7:23 PM - Venkat Ch Barc: <Media omitted>

10/10/19, 7:23 PM - Venkat Ch Barc: Singa Rao Director of TV9 group

10/10/19, 7:23 PM - Venkat Ch Barc: Important news networks of South are covered

10/10/19, 7:24 PM - PDG&C: Great

10/10/19, 7:24 PM - PDG&C: Are we trying for Mahesh of Sun?

10/10/19, 7:25 PM - Venkat Ch Barc: Yes sir...Mahesh and Kevin

10/10/19, 7:25 PM - PDG&C: ðŸ™•

11/6/19, 6:11 PM - PDG&C: You are reaching Belle Vue?

11/6/19, 6:12 PM - Venkat Ch Barc: Yes Sir in 2 mins

11/6/19, 6:12 PM - Venkat Ch Barc: We r just outside

11/6/19, 6:12 PM - PDG&C: K

11/13/19, 7:17 PM - PDG&C: Retention will be least ðŸ™•,,

11/13/19, 7:19 PM - Venkat Ch Barc: Yeah ðŸ™•,,

11/14/19, 11:21 AM - PDG&C: Are you in ofc?

11/14/19, 11:21 AM - Venkat Ch Barc: Yes Sir

11/14/19, 11:21 AM - PDG&C: Drop by if you are free

11/14/19, 11:21 AM - Venkat Ch Barc: Sure Sir...

12/22/19, 9:59 AM - Venkat Ch Barc: <Media omitted>

12/22/19, 10:00 AM - PDG&C: ðŸ™•,, ðŸ™•,,

1/19/20, 10:09 AM - PDG&C: Happy budday ðŸ™•,,

1/19/20, 10:14 AM - Venkat Ch Barc: Thank you Sir ðŸ™•

5/24/20, 6:27 PM - Venkat Ch Barc: Hi Sir,

Today afternoon we have been blessed with our second child ðŸ™•. It's a boy !! Both mother & baby are doing fine.

5/24/20, 6:27 PM - PDG&C: Wow wonderful news

5/24/20, 6:28 PM - PDG&C: Congratulations Venkat - pls wish the mother also on my behalf

5/24/20, 6:28 PM - PDG&C: God Bless

5/24/20, 6:28 PM - Venkat Ch Barc: Thank you Sir ðŸ™•

5/24/20, 6:28 PM - Venkat Ch Barc: Will do

7/31/20, 12:58 PM - Venkat Ch Barc: Hi Sir, how are you doing

7/31/20, 12:59 PM - Venkat Ch Barc: Do you have some time, can I call you once

7/31/20, 12:59 PM - PDG&C: Am good Venkat - just heard and shocked

7/31/20, 12:59 PM - PDG&C: Yes pls call

7/31/20, 4:56 PM - PDG&C: Sorry called by mistake

7/31/20, 4:56 PM - PDG&C: Shashi sir is shocked to hear your name in this

7/31/20, 4:58 PM - Venkat Ch Barc: Hmm and we had just spoken to him yesterday in the Tech comm call.

7/31/20, 4:58 PM - PDG&C: Yes he was completely kept in dark

7/31/20, 4:59 PM - Venkat Ch Barc: Yes sir, I'm sure of it. The way they did it was bad....it could have been done in a different way. And not giving a chance to explain.

7/31/20, 4:59 PM - PDG&C: True

8/17/20, 6:49 PM - Venkat Ch Barc: Hi Sir,

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[Handwritten signatures and initials]



## Chat With Venkat Ch BARC

Hope you are doing well. Wanted to ask a favor, if you could put in a word about me with your friend Pankaj Raj ( Search Value) regarding job opportunities in Hyderabad. I'll write to him and take it forward accordingly.

8/17/20, 6:50 PM - PDGÂ©: Sure venkat  
 8/17/20, 6:50 PM - PDGÂ©: Will do right away  
 8/17/20, 6:51 PM - Venkat Ch Barc: Thank you Sir.  
 8/17/20, 6:51 PM - PDGÂ©: Should I talk to Anup?  
 8/17/20, 6:51 PM - PDGÂ©: Colors  
 8/17/20, 6:51 PM - PDGÂ©: Do you think there is an opportunity there?  
 8/17/20, 6:54 PM - Venkat Ch Barc: Have been talking to him sir. He reached out to me after he heard the news. Nothing as of now there. They are also confused about this deal between Viacom n Sony and if there would be any restructuring  
 8/17/20, 6:54 PM - PDGÂ©: Hmmm true  
 8/17/20, 6:59 PM - PDGÂ©: Are there more exits after you Rushabh and Romil?  
 8/17/20, 6:59 PM - PDGÂ©: Someone told me  
 8/17/20, 6:59 PM - PDGÂ©: Not confirmed  
 8/17/20, 6:59 PM - Venkat Ch Barc: Yes sir...Pekham on Monday. Same reason  
 8/17/20, 7:00 PM - PDGÂ©: Shit  
 8/17/20, 7:00 PM - PDGÂ©: Nobody given any reason right?  
 8/17/20, 7:00 PM - PDGÂ©: This man!!  
 8/17/20, 7:00 PM - Venkat Ch Barc: And last week they have asked Aparna ( South team), Arshia (From Dinesh's) and one girl from Partnerships team to resign.  
 8/17/20, 7:01 PM - PDGÂ©: ðŸ™„  
 8/17/20, 7:01 PM - Venkat Ch Barc: When I pressed for the reason, they told me it is someone to do with data in 2016 n 2017 where we had taken calls which was not in best in interest of BARC.  
 8/17/20, 7:02 PM - Venkat Ch Barc: I don't even remember what was done in 16 n 17  
 8/17/20, 7:02 PM - Venkat Ch Barc: This was more from right sizing perspective...heard that there r a few more in line  
 8/17/20, 7:02 PM - PDGÂ©: Hmm  
 8/17/20, 7:03 PM - PDGÂ©: Aparna was among the brightest  
 8/17/20, 7:04 PM - Venkat Ch Barc: Absolutely...she was one of the sharp minds and sound knowledge. She was part of this North Star program also....no words actually on their decision. When I spoke to her she had literally broken down and was on tears  
 8/17/20, 7:06 PM - PDGÂ©: Naturally  
 8/23/20, 7:24 PM - PDGÂ©: [https://youtu.be/7fsB\\_4ZJB\\_U](https://youtu.be/7fsB_4ZJB_U)  
 8/23/20, 7:25 PM - PDGÂ©: What's the gist  
 8/23/20, 7:33 PM - Venkat Ch Barc: Yeah i saw this video in the morning...my mother had showed it...  
 8/23/20, 7:34 PM - PDGÂ©: Is it the same that was used by nba for tv9 Bharatvarsh allegations?  
 8/23/20, 7:34 PM - PDGÂ©: Or something new  
 8/23/20, 7:34 PM - PDGÂ©: Shows uploaded 7 years back  
 8/23/20, 7:34 PM - PDGÂ©: Hours  
 8/23/20, 7:36 PM - Venkat Ch Barc: He explains about BARC, then said that TV9 is tampering with houses for ad money, we have got a few videos and in recent times TV9 Bahartvarsh jumped to no 2 n 3 rank. All these are fake ratings, pls unsubscribe to TV9 on TV and YouTube. This channel group is owned by my real estate guy My home Rameshwar rao. To get the ratings up he presented 2 villas to 2 BARC people in a deal with them. BARC management got to know this and these 2 ppl lost their jobs. This is how TV9 operates  
 8/23/20, 7:36 PM - Venkat Ch Barc: It's uploaded today

रमेश अरोपीवीलर पंच  
 Federal  
 20/08/2020



## Chat With Venkat Ch BARC

8/23/20, 7:37 PM - Venkat Ch Barc: <https://www.telugu360.com/te/corruption-in-media-houses-to-get-better-ratings/>

8/23/20, 7:37 PM - PDG&: Hmm

8/23/20, 7:37 PM - Venkat Ch Barc: This is one more website where they took Romil and my name

8/23/20, 7:37 PM - Venkat Ch Barc: Romil's

8/23/20, 7:37 PM - PDG&: Shit

8/23/20, 7:37 PM - Venkat Ch Barc: Topic: Channels taking illegal routes to increase ratings

This is the first para

For other languages & starting with Telugu .. A channel network that has expanded to Hindi has been using wrong route for better ratings. The Broadcast Audience Research Consulate, a company that calculates channel ratings, in order to increase their ratings this channel appeared to have sought help of BARC people. This led to the resignation of Romil Rangaria and Sujit Samrat, two key figures in Barc with immediate effect.

8/23/20, 7:37 PM - Venkat Ch Barc: In the past& if& barc houses.. where however .. boxes are placed .. giving money to those in the respective houses .. to keep the channel for a long time. But..they thought all this was a headache but..it seems that they have made a deal directly with the Barc officials.

8/23/20, 7:38 PM - PDG&: Done by TV5 guy's you think?

8/23/20, 7:39 PM - Venkat Ch Barc: I think it was done by Ravi Prakash (he was the ex CEO of TV9, he was thrown by the new management). Since then he has been attacking TV9 in local Telugu Media

8/23/20, 7:40 PM - PDG&: Yes met him once in office

8/23/20, 7:40 PM - PDG&: Possible

8/23/20, 7:41 PM - Venkat Ch Barc: He called me a few times after he got removed to complain about TV9, I didn't pay much heed to his complaints and said how can anyone tamper during lockdown and since I moved to Product, told him to get in touch with South partnerships.

8/23/20, 7:41 PM - Venkat Ch Barc: Yes... u had met him in office once

8/23/20, 7:42 PM - Venkat Ch Barc: My mother was shocked seeing both the above ...the article n video !

8/23/20, 7:45 PM - PDG&: Naturally

8/23/20, 7:45 PM - PDG&: How dirty these guys could be

8/23/20, 7:45 PM - Venkat Ch Barc: Yeah

8/23/20, 7:45 PM - Venkat Ch Barc: Yeah sir...cruel world

8/23/20, 7:46 PM - PDG&: You should try and approach Madhavan directly

8/23/20, 7:46 PM - PDG&: For a job in South team

8/23/20, 7:46 PM - PDG&: Or Kevin

8/23/20, 7:46 PM - PDG&: Both had a good opinion on you

8/23/20, 7:47 PM - PDG&: Another prospect is Sun TV

8/23/20, 7:48 PM - Venkat Ch Barc: Yeah...spoke to Kevin sir last week, he said currently there is a hiring freeze since Disney's theme park and all are shut...but he said he will come back the moment something can be worked out...but I think chances r bleak

8/23/20, 7:48 PM - Venkat Ch Barc: Yes, will speak to Mahesh

8/23/20, 7:48 PM - PDG&: Yes they are laying off

8/23/20, 7:49 PM - Venkat Ch Barc: Sir, is it possible to put in a word with Madhavan, it would be of great help. He holds you in very high respect

8/23/20, 7:49 PM - PDG&: Part of Disney takeover downsizing - nothing to do with covid

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## Chat With Venkat Ch BARC

8/23/20, 7:50 PM - PDGÂ@: I have  
 8/23/20, 7:50 PM - PDGÂ@: Yet to hear from him  
 8/23/20, 7:50 PM - Venkat Ch Barc: Ohh... yeah true  
 8/23/20, 7:50 PM - PDGÂ@: That's why said you could approach him  
 8/23/20, 7:50 PM - Venkat Ch Barc: Thank you sir ðŸ™ªðŸ™ª  
 8/23/20, 7:50 PM - PDGÂ@: I have already mentioned  
 8/23/20, 7:50 PM - Venkat Ch Barc: Done sir, will approach him  
 8/29/20, 4:03 PM - PDGÂ@: Shashi Sir may call you - brush up your Digital knowledge  
 8/29/20, 4:04 PM - Venkat Ch Barc: Okay sir...sure  
 8/29/20, 4:04 PM - PDGÂ@: He is looking at someone senior for Amazon client  
 8/29/20, 4:04 PM - Venkat Ch Barc: Ohh okay... that's nice  
 8/29/20, 4:05 PM - PDGÂ@: When he gets on call - also tell him how you were told to resign without giving details  
 8/29/20, 4:06 PM - Venkat Ch Barc: Yes Sir... will do, I will tell even though I have pressed for a reason I wasn't given any. And it was so abrupt and completely baseless  
 8/29/20, 4:07 PM - PDGÂ@: Yes  
 8/31/20, 11:36 AM - PDGÂ@: Hope you got shashi sirs message  
 8/31/20, 11:36 AM - PDGÂ@: Two numbers were reflecting on your business card hence asking  
 8/31/20, 11:36 AM - PDGÂ@: Don't know where he sent  
 8/31/20, 11:37 AM - Venkat Ch Barc: Yes Sir, spoke to him this morning.. looking positive  
 8/31/20, 11:37 AM - PDGÂ@: Great  
 8/31/20, 11:37 AM - Venkat Ch Barc: Thank you so much Sir for putting in my name.  
 8/31/20, 11:37 AM - PDGÂ@: Fingers crossed  
 8/31/20, 11:37 AM - PDGÂ@: Always Venkat  
 8/31/20, 11:37 AM - PDGÂ@: Given half a chance I will push you guys  
 8/31/20, 11:38 AM - Venkat Ch Barc: Yer, sincerely praying for this to convert  
 8/31/20, 11:38 AM - Venkat Ch Barc: You r the best  
 8/31/20, 11:57 AM - PDGÂ@: ðŸ™ª  
 12/17/20, 8:05 PM - Venkat Ch Barc: Hi Sir, any idea who could be behind this? The video was very shocking  
 12/17/20, 8:17 PM - PDGÂ@: Which video  
 12/17/20, 8:17 PM - PDGÂ@: I am in goa  
 12/17/20, 8:17 PM - PDGÂ@: Didn't see  
 12/17/20, 8:17 PM - PDGÂ@: Pls forward  
 12/17/20, 8:18 PM - Venkat Ch Barc:  
<https://mumbaimirror.indiatimes.com/videos/mumbai/mumbai-romil-rangarhia-ex-coc-of-broadcast-audience-research-council-arrested-in-trp-case/videoshow/79778035.cms>  
 12/17/20, 8:18 PM - Venkat Ch Barc: This one... I was thinking that he could have been called for questioning and media would have written it like that...but it's not. It's very saddening  
 12/17/20, 8:24 PM - PDGÂ@: I also thought so  
 12/17/20, 9:36 PM - PDGÂ@: Can I give your number to a lawyer who is working on his bail?  
 12/17/20, 9:36 PM - PDGÂ@: They want to ask some basic questions on how it works  
 12/17/20, 9:37 PM - PDGÂ@: Apparently it's some whatsapp chat with vikas which they are acting against  
 12/17/20, 9:38 PM - PDGÂ@: For what I can guess - it must be some loose chat but cops don't understand that

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## Chat With Venkat Ch BARC

12/17/20, 9:38 PM - PDGÅ@: I am in an area where the signal is very bad  
12/17/20, 9:39 PM - PDGÅ@: So can I give your number?  
12/17/20, 9:39 PM - Venkat Ch Barc: Sure sir  
12/17/20, 9:39 PM - PDGÅ@: Ok  
12/17/20, 9:40 PM - Venkat Ch Barc: I can explain  
12/17/20, 9:40 PM - PDGÅ@: 8Y'.

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Chat With Vikas Aldem

11/8/18, 10:52 AM - Messages and calls are end-to-end encrypted. No one outside of this chat, not even WhatsApp, can read or listen to them. Tap to learn more.

11/8/18, 10:52 AM - Vikas Aidem: Happy Deepavali Partho, wish u and your loved ones good health and happiness. BR, Vikas

11/8/18, 11:09 AM - PDGÂ©: 89~569~.

11/9/18, 9:15 AM - Vikas Aidem: My father, Colonel Manoranjan Goswami, passed away this morning at 1245 am 9th November in Mumbai after bravely battling a long illness. His final rites will be performed in our home town of Guwahati on Saturday afternoon 10th November. Please pray for his soul and inform all his friends and family. With deepest regards Arnab Goswami and the entire Goswami family.

11/9/18, 9:45 AM - PDGÂ©: Oh - are they here now?

11/9/18, 9:45 AM - Vikas Aidem: Yes going Tomo

11/9/18, 9:45 AM - PDGÂ©: At hospital or home ? Can I visit them?

11/9/18, 9:46 AM - Vikas Aidem: At home

11/9/18, 9:46 AM - Vikas Aidem: I am not in India

11/9/18, 9:46 AM - Vikas Aidem: Can check

11/9/18, 9:47 AM - PDGÂ©: Thank you

11/9/18, 9:50 AM - Vikas Aidem: He hasn't picked up his call from Sheril since morning

11/9/18, 9:50 AM - Vikas Aidem: Sister and mom in hospital

11/9/18, 9:50 AM - Vikas Aidem: He has gone home i guess

11/9/18, 9:50 AM - Vikas Aidem: I'll keep u posted

11/9/18, 9:51 AM - PDGÂ©: Ok ask Sherill to let me know if they are comfortable with friends visiting - either at home or hospital - will then drop by

11/9/18, 9:51 AM - PDGÂ©: But don't want to disturb if not comfortable

11/9/18, 9:52 AM - PDGÂ©: I know what it feels like in these situations and everyone has a different way of handling it

11/9/18, 9:52 AM - PDGÂ©: Thank you

11/9/18, 9:53 AM - Vikas Aidem: Asked her to check with shamo

11/9/18, 9:53 AM - PDGÂ©: Yes best

11/9/18, 9:53 AM - Vikas Aidem: Will keep u informed

11/28/18, 7:01 PM - Vikas Aidem: Hi Partho, Good evening. I wanted to request you to block your diary for 18th and 19th Dec for the Republic Summit in Mumbai at the Trident in Nariman Point. An email has been sent from Arnab's id. Look forward to seeing you. Do send a confirmation so we can start the registration process. BR, Vikas

11/28/18, 7:01 PM - PDGÂ©: Yup yes blocked

11/28/18, 7:02 PM - Vikas Aidem: wonderful

12/11/18, 7:39 PM - Vikas Aidem: <http://Summit.republicworld.com>

12/11/18, 7:40 PM - Vikas Aidem: Looking forward to seeing you on the 18th

12/11/18, 7:43 PM - PDGÂ©: 89~569~

12/11/18, 8:00 PM - PDGÂ©: Modi at what time?

12/11/18, 8:03 PM - Vikas Aidem: 18th 1030

12/11/18, 8:03 PM - Vikas Aidem: We will need to be there by 10

12/11/18, 8:03 PM - PDGÂ©: Ok

12/17/18, 7:40 PM - Vikas Aidem: <Media omitted>

12/17/18, 7:40 PM - Vikas Aidem: <Media omitted>

12/17/18, 7:40 PM - Vikas Aidem: <Media omitted>

12/17/18, 7:41 PM - Vikas Aidem: Pls get govt id card

12/17/18, 7:41 PM - PDGÂ©: Driving licence?

12/17/18, 7:42 PM - Vikas Aidem: With photo

12/17/18, 7:42 PM - Vikas Aidem: And address

12/17/18, 7:42 PM - PDGÂ©: Yup



## Chat With Vikas Aidem

12/17/18, 7:42 PM - Vikas Aidem: Samrajini too  
 12/17/18, 7:42 PM - PDGÂ©: Telling her  
 12/17/18, 7:42 PM - Vikas Aidem: TY  
 12/17/18, 7:43 PM - PDGÂ©: W  
 1/23/19, 10:14 AM - Vikas Aidem: <Media omitted>  
 1/23/19, 10:14 AM - Vikas Aidem: Open Magazine and Republic TV have joined hands to host the first edition of Open Republic Achievers Awards, on \*28th January, 07.00 PM, at Durbar Hall, Taj Palace, New Delhi.\*  
 The gala evening celebrates triumphant journeys of Indians who have time and again made India proud nationally and globally, in domains such as Sports, Business, Art, Literature and many others. The first ever exclusive awards that rewards Indians for their exemplary achievements.

We look forward to meet you there.

1/23/19, 10:15 AM - Vikas Aidem: Hi Partho, it will be our honour and privilege to have you amongst us for the awards. BR, Vikas and team Republic  
 1/23/19, 10:22 AM - PDGÂ©: Sorry Vikas - should have texted earlier - have too many commitments that day in Bombay - best wishes for the event  
 1/23/19, 10:23 AM - Vikas Aidem: No worries sir we will miss u  
 1/31/19, 11:09 AM - Vikas Aidem: <https://bestmediainfo.com/2019/01/will-fta-channels-be-advertisers-best-till-trai-s-new-tariff-regime-settles-down/>  
 1/31/19, 11:12 AM - PDGÂ©: 8Y-5  
 1/31/19, 11:12 AM - Vikas Aidem: 8Y~8Y~%  
 1/31/19, 11:12 AM - PDGÂ©: Make hay ....  
 1/31/19, 11:15 AM - Vikas Aidem: Yes sir absolutely  
 1/31/19, 7:17 PM - Vikas Aidem: <Media omitted>  
 1/31/19, 7:18 PM - Vikas Aidem: <Media omitted>  
 1/31/19, 7:51 PM - Vikas Aidem: <Media omitted>  
 2/1/19, 11:00 AM - Vikas Aidem: <https://tvnews4u.com/republic-bharats-massive-nationalistic-rashtra-ke-naam-launch-campaign/>  
 2/1/19, 11:00 AM - Vikas Aidem: <https://bestmediainfo.com/2019/02/republic-bharat-set-to-go-on-air-with-high-decibel-campaign/>  
 2/1/19, 11:00 AM - Vikas Aidem: <https://www.exchange4media.com/media-tv-news/republic-bharats-massive-nationalistic-rashtra-ke-naam-campaign-launched-94368.html>  
 2/1/19, 4:54 PM - Vikas Aidem: <https://tvnews4u.com/breaking-republic-makes-massive-distribution-drive-across-pan-india-drive-reach-available-3098-networks-4400-towns/>  
 2/1/19, 8:07 PM - Vikas Aidem: <Media omitted>  
 2/2/19, 12:43 AM - Vikas Aidem: <Media omitted>  
 2/3/19, 8:47 PM - Vikas Aidem: <Media omitted>  
 2/3/19, 8:47 PM - Vikas Aidem: <Media omitted>  
 2/3/19, 8:47 PM - Vikas Aidem: Can I send someone to your residence Tomo to sort  
 2/3/19, 9:14 PM - PDGÂ©: Nahi re - my building is being painted and scaffolding coming in the way of signal to dish of Tata sky  
 2/3/19, 9:15 PM - PDGÂ©: I was trying in Tata sky app and Jio - couldn't find  
 2/3/19, 10:15 PM - Vikas Aidem: Oh ok  
 2/3/19, 10:16 PM - Vikas Aidem: Tata sky is going through their own tech challenges with tariff.. must have not on boarded on the app. Will follow up. It's live on broadcast  
 2/3/19, 10:16 PM - PDGÂ©: Doesn't look like it's in Tata sky app  
 2/3/19, 10:16 PM - Vikas Aidem: Not yet.. will get that sorted  
 2/4/19, 11:44 AM - Vikas Aidem: <Media omitted>  
 2/4/19, 11:44 AM - Vikas Aidem: <Media omitted>



Chat With Vikas Aidem

2/4/19, 11:44 AM - Vikas Aidem: <Media omitted>  
2/4/19, 11:44 AM - Vikas Aidem: <Media omitted>  
2/4/19, 6:44 PM - Vikas Aidem: <Media omitted>  
2/5/19, 3:04 AM - Vikas Aidem: The weekend of 26 January saw Harvest TV's new English news channel go live on air in India. Its honeymoon period was short-lived. Just two days later, a few hours into the first business day after the channel's launch, Harvest TV briefly disappeared from airwaves. It was blacked out on both the platforms it was available on - Airtel's direct-to-home (DTH) service and cable platform Den Networks.

The channel reappeared a few minutes later, but on a different, downgraded frequency, said Deepak Choudhry, president of Veecon Media and Broadcasting, Harvest's promoters. And ever since, things have been on a downward spiral.

Harvest TV's launch was pegged as an important one in the world of television news media. A political news channel rumoured to be backed by some politicians from the Indian National Congress (INC), it launched just ahead of the upcoming general elections. It also marks the television comebacks of veteran journalists like Barkha Dutt and Karan Thapar. But after only a week of its existence, Harvest TV finds itself knee-deep in controversy. It has already received multiple legal notices and government complaints. There is a name issue, a logo problem, an unclear shareholding pattern, and an alleged association with Indian National Congress (INC) leader Kapil Sibal.

As of 30 January, the company had been served with three notices from the information and broadcasting (I&B) ministry asking it to explain these issues, as well as another legal notice for unauthorised use of a trademark. According to Choudhry, the blackout was the result of the I&B ministry impressing on the channel's teleport operator Planetcast Media to revert to Harvest TV's original lower frequency since the channel did not have permission for the upgraded one. Planetcast did not respond to The Ken's emailed query.

Harvest TV, or HTN News as it is called on digital media, comes from Delhi-based Veecon Media and Broadcasting Private Limited. Incorporated in 2009, Veecon had total revenue of Rs 3.8 crore (~\$533,000) in FY18 and runs just one other television channel - a Hindu devotional channel called Kaatyayani TV. Odds are you haven't heard of Veecon Media. They've barely been a blip on the Indian media radar. Harvest TV was meant to be their moment in the sun. But things haven't panned out as planned.

Rs 660 billion

The size of the Indian television industry as of 2017, according to a Ficci-EY report.

Everything that Veecon Media has done so far seems rushed. The timing of its launch is hardly a surprise. Launching ahead of the 2019 general elections will give it traction and could serve to bolster the general election campaign of the political party it is rumoured to have ties to. There couldn't be a better time to hit the ground running. But in their eagerness to launch, the channel and its promoters seem to have circumvented various regulatory norms. Shortcuts that could prove to be Harvest's undoing.

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## Chat With Vikas Aidem

Given Harvest's alleged political affiliation, its promoters would surely have known that the channel would come under fire from authorities if anything was out of line. Despite this, they chose to game the system. This raises the question—is Harvest a genuine long-term media play or a short-term political one?

## Permit politics

Ask any executive in the business and they'll tell you that the hardest part about launching a news channel in India is the long and tiresome permission process. You need permissions and clearances from at least five different departments and ministries, and to top it all, there is no legal timeframe that governs the process.

So, based on the whims and fancies of the departments involved (not to mention the political party in power), the process could take anywhere from weeks to years. Rajeev Chandrasekhar-backed Republic TV, for instance, managed to get all its permissions sorted within a few weeks. Bloomberg Quint, on the other hand, has been waiting for a licence since 2017.

Starting afresh isn't the only struggle. Permissions are also required to change the name or logo of a channel or if there is a change in the shareholding or ownership pattern of a company. In all of 2018, the I&B gave 18 permissions, of which six were news permissions (four to Zee Media Corporation Ltd. and two to Bennett Coleman and Company Limited (BCCL)).

879

Number of permitted private satellite channels in India, as of 17 December 2018

Bottom line: getting permission to run a satellite TV channel is hard. And it only gets harder when you have ties to the ruling government's primary political rivals—the INC. Rumours of an INC-backed news channel have been around since at least early 2018, but it didn't see the light of day, likely because permissions are controlled by the party in power. It should be noted that while Rajeev Chandrasekhar was an independent Member of Parliament at the time of Republic's launch, he already had overt ties to the ruling BJP government and has subsequently become a member of the BJP.

With obtaining a TV news channel licence being this difficult, the easier way to start a channel is to simply find someone who already has a licence. Enter Veecon Media.

As per RoC filings of the company sourced from business research platform Tofler, Veecon's shareholding has nothing to do with the INC. Despite this, the word on the street is that it has definite ties to senior INC MP Sibal. While it is unclear how Veecon and Kapil Sibal found each other, this channel is certainly Sibal's baby. There could be a difference between funding and directorship, said a senior editor at a rival channel, who asked not to be named. A

A Veecon spokesperson denied Sibal's or, for that matter, any Congress leader's involvement in Harvest TV. The spokesperson even went so far as to declare that Veecon supported the BJP, albeit with friends on both sides.

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Chat With Vikas Aldem

This, despite Sibal himself claiming that he was trying to set-up and finance Harvest TV during an appearance at the Jaipur Literature Festival.

When asked, Choudhry of Veecon Media said that Sibal's involvement in Veecon is limited to its marketing and distribution partnership with Analog Media Private Limited. Sibal's wife, Promila, is the majority shareholder in Analog, holding a 99.9% stake. According to data sourced from Tofler, the company, which was formed in October 2017, had revenues of just Rs 192 (\$2.70) and recorded a loss of Rs 2.64 lakh (\$3,700) in the year ending 31 March 2018. Messages and calls to Kapil Sibal went unanswered.

All eyes on Veecon

The reason for the Sibal's interest in Veecon is obvious "Veecon is the proud owner of a TV news licence. But what of Veecon itself?

The directors of the company are listed as Jaswant Kumar Srivastava and Lalit Kumar Srivastava. According to the Veecon Media spokesperson, the two primarily run a security systems business, tried and failed in a music venture, and have held two TV channel permits from the I&B ministry since 2009.

But despite having these permits, Veecon's television business hasn't been anything to write home about. Veecon's Kaatyayani TV has just one offering "live broadcasts of the proceedings at Aadya Katyayani Chhatarpur Temple in Delhi. While the "About Us" section on the channel's website claims it has a viewership of 60 million, it downgrades that claim to 30 million in a subsequent paragraph. Choudhry of Veecon clarified that the 60 million number is accurate, however, The Ken was unable to independently verify this.

Veecon Media's other channel started life in 2009 as Shri News "a Hindi news channel based in Uttar Pradesh. However, says the Veecon Media spokesperson, the channel was moved to South India and rechristened Harvest TV in 2016 after it lost a lot of money. According to data sourced from Tofler, Veecon Media and Broadcasting recorded a loss of Rs 37 lakh (\$51,800) in FY18, down from Rs 1.3 crore (~\$182,000) in FY17.

The only other time Veecon ever truly surfaced in the media before Harvest TV was when, seemingly out of nowhere, Veecon Media and Television (a sister company of Veecon Media and Broadcasting) swooped in to buy Anil Ambani-led Reliance Communications' DTH business in November 2017. After initially flying solo on the deal, Veecon Media and Television would later partner with Pantel Technologies. But despite media reports claiming a deal was imminent, it never actually came to fruition. A Veecon Media spokesperson confirmed that the company had pulled out of the deal, leaving Pantel the sole-owner of the DTH business. Messages and calls to Pantel chairman and managing director Vijender Singh went unanswered. Incidentally, Pantel's Vijender Singh is also an additional director in Veecon Media and Television.

One former employee summed up the company's various media plans. "The company has tried to do a lot with media and entertainment, but couldn't find a hook," he said.

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## Chat With Vikas Aidem

Number of people working at Harvest TV, as per the Veecon spokesperson.

Will Harvest TV finally be Veecon's elusive 'hook'? Unlikely. Instead, ghosts from Veecon's past seem intent on knee-capping the fledgling channel.

Same-same but different

Ever since Harvest TV's launch on 26 January, a small, Kerala-based Christian devotional TV network has been on edge. The network's name? Harvest Television Network Private Limited, more commonly known as Harvest TV. Operational since 2013, the network owns nine Harvest trademarks and four TV channels. Its name, though, is no coincidence.

In 2016, Veecon and Harvest Television Network allegedly entered into a memorandum of understanding (MoU). According to the MoU, says Siji Bibi George, director at Harvest Television Network, Harvest would lend its logo and name to the TV licence of Veecon through a no-objection certificate (NOC). George says that Veecon later terminated the MoU. The reason given by Veecon, says George, was that it had 'different business plans'. George also shared a copy of this termination notice dated 23 September 2017 with The Ken, however, we were unable to independently verify its authenticity. Veecon's Choudhry denied any such MoU was real. However, the Veecon spokesperson acknowledged its existence, going so far as to say that Veecon cancelled the MoU when it realised that 'Harvest TV Network converts Hindus to Christians'.

Mirrored

If you are an Airtel DTH subscriber, you'll be able to see two channels that go by the name Harvest TV - one news and one Christian devotional - on channel numbers 386 and 872

George was surprised to see a news channel launched with Harvest's name and logo. 'We don't have any relationship with Veecon anymore, but the company has continued to use our trademark despite our repeated requests to not do so,' George added. In response, Harvest Television Network sent a legal notice to Veecon Media to discontinue the use of the former's branding. Harvest Television Network has even sent a complaint to the I&B ministry, which was followed up by the ministry in one of the notices it issued to Veecon.

It's not that Veecon is not ready to rebrand. The company is waiting on the I&B ministry to approve its name change application. After Veecon terminated its MoU with Harvest, it moved the I&B ministry to get the channel name changed to 'Tiranga TV'. That application has collected dust for over a year now. 'It's a clerical job (change of name application) which takes 15-30 days, but the government has not approved the application,' said the Veecon spokesperson. As such, the company decided to proceed with the Harvest TV branding. The spokesperson claims that this is kosher since Veecon's NOC from Harvest Television Network makes no mention of a timeline regarding the use of the trademark.

Veecon Media has also moved the Telecom Disputes Settlement and Appellate Tribunal (TDSAT) against the Union of India to push the name change through. Interestingly enough, one of the attorneys for Veecon Media in the TDSAT case is Kapil Sibal's son, Amit Sibal. In a hearing on 30 January, TDSAT directed the I&B ministry to take a call on the application and asked Harvest Television

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## Chat With Vikas Aidem

Network to pursue a trademark lawsuit independently, which the network says it is going to do. In the interim, Veecon will continue using the Harvest Television logo. The I&B ministry refused to comment on the matter as it is sub-judice. The Ken reached out to Barkha Dutt and Karan Thapar for comment; both directed us to full-time executives at Harvest TV. Messages and calls to Seemi Pasha, senior executive editor at Harvest TV, and e-mails to company executives Varun Das and Vishnu Shankar went unanswered.

## Crowded out

Given that the I&B ministry has thus far ignored Veecon's application to change the name of its channel, it's unlikely that this will happen in the near future. If at all. If this proves true, Veecon will have no option but to fight and win the trademark battle against Harvest Television Network. But even if Veecon and its channel make it past these struggles, an even more daunting challenge awaits—the unforgiving battle for TV news supremacy.

News is a good business, but it depends on how you run it and how stable your audiences are. English is a small part of overall TV news media but it can command good advertising rates. It all depends on how well you position your channel.

ASHISH PHERWANI, PARTNER AND HEAD, ADVISORY, MEDIA AND ENTERTAINMENT AT CONSULTING FIRM EY

News channels in India struggle to make money. This is particularly true for English news channels, which account for less than 1% of the total news viewership in India. Regional and Hindi news channels manage to survive by leveraging their vast audience bases and keeping costs low.

News television is madly crowded. You don't make meaningful subscription revenue because the news channels are cheap. Advertising is the only real source of revenue. And for that, you need audiences, says Chintamani Rao, independent media consultant and former vice-chairman of Times Global Broadcasting Limited. The exact revenue numbers of news channels are difficult to pinpoint as most media companies group multiple channels under a single entity, and the cost of investment can vary, depending on the scale a channel operates on.

Veecon's original plan was to launch a Hindi news channel (after the current English channel), followed by regional ones. To do so, Veecon would need a lot of investment to hit the ground running, according to the Veecon spokesperson. It's tough to say whether this is a sustainable venture beyond a point unless money is coming from a good chunk of political sources, says the editor quoted earlier. Having said that, there needs to be an intention to exist beyond the elections.

And while Veecon may claim to have the best of intentions, its actions don't necessarily resonate with this assertion. Veecon's choices thus far showcase a company hurrying to meet short-term goals rather than laying a sturdy base for future expansion. While the company claims it has applied for three more channel permissions from the I&B ministry to execute its multilingual ambitions, what it really expects out of this is anybody's guess. Given that the company hasn't been able to obtain a simple name change approval for an existing channel,

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2908

# Chat With Vikas Aidem

getting permissions for new channels will certainly be an arduous task. Bad news for Veecon. If, that is, it really cares about the long-term.

2/5/19, 7:52 AM - PDGÂ@: Ken  
2/5/19, 7:52 AM - PDGÂ@: Read Last night  
2/5/19, 8:21 AM - Vikas Aidem: Yes sir  
2/5/19, 2:07 PM - Vikas Aidem: <Media omitted>  
2/5/19, 2:07 PM - Vikas Aidem: <Media omitted>  
2/5/19, 2:07 PM - Vikas Aidem: Promoting these 2 shows extensively across our network, star network and FTA channels on ashtons  
2/5/19, 2:51 PM - PDGÂ@: Both weekends?  
2/5/19, 3:00 PM - Vikas Aidem: Yes  
2/5/19, 3:02 PM - Vikas Aidem: Sharing social data soon. Large traction.  
2/6/19, 6:30 PM - Vikas Aidem: <https://www.adgully.com/india-tv-s-bid-to-block-sucherita-kukreti-from-joining-republic-bharat-fails-83374.html>  
2/6/19, 6:41 PM - PDGÂ@: Øÿ'  
2/6/19, 6:46 PM - Vikas Aidem: <https://tvnews4u.com/india-tvs-bid-stop-sucheritakukreti-joining-republic-bharat-fails-delhi-hc-dismisses-petition/>  
2/7/19, 9:31 AM - Vikas Aidem: Republic Bharat aims to set the news agenda with stories that deliver "massive impressions on social media"  
<https://brandequity.economictimes.indiatimes.com/news/media/republic-bharat-aims-to-set-the-news-agenda-with-stories-that-deliver-massive-impressions-on-social-media/67877218>  
2/11/19, 1:32 PM - PDGÂ@: <Media omitted>  
2/11/19, 1:32 PM - PDGÂ@: Their website  
2/16/19, 7:29 PM - Vikas Aidem: <Media omitted>  
2/16/19, 7:29 PM - Vikas Aidem: <Media omitted>  
2/16/19, 7:29 PM - Vikas Aidem: Very high promotion on Tata Sky for Bharat this week  
2/16/19, 7:31 PM - PDGÂ@: Øÿ'Øÿ'  
2/16/19, 7:31 PM - PDGÂ@: News genre should go up this week  
2/16/19, 7:34 PM - Vikas Aidem: Yes just very big week.. hope u r seeing real time difference on how their weekends are not as vibrant  
2/16/19, 7:35 PM - Vikas Aidem: We are on fire  
2/16/19, 7:42 PM - PDGÂ@: Not checked actually  
2/16/19, 7:42 PM - PDGÂ@: Have been travelling  
2/19/19, 10:03 AM - Vikas Aidem: Airtel sorted  
2/19/19, 10:03 AM - Vikas Aidem: We are in free view pack and it gives us 30% more availability than aaj tak  
2/19/19, 10:34 AM - PDGÂ@: Tata sky and freedish too  
2/19/19, 10:34 AM - Vikas Aidem: Yes sir tata sky with huge promotion this week we should have improvement  
2/19/19, 10:36 AM - Vikas Aidem: On free dish i am trying to get to Sony wah placement. It will happen surely from 1st mar. It's next to aaj tak and has the highest reach on free dish  
2/19/19, 10:36 AM - Vikas Aidem: I am trying to see if we can solve before 1st  
2/19/19, 10:36 AM - Vikas Aidem: Have asked arman to speak with NP since these guys are moving out from 28th  
2/19/19, 10:36 AM - Vikas Aidem: \*arnab  
2/23/19, 7:14 PM - Vikas Aidem: <Media omitted>  
2/23/19, 7:17 PM - Vikas Aidem: Promoting our exclusive with Rajnath post Pulwama  
2/23/19, 7:18 PM - PDGÂ@: Øÿ'  
3/1/19, 7:27 AM - Vikas Aidem: <Media omitted>  
3/1/19, 7:27 AM - Vikas Aidem: Surgical strike at mid night

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अविषीयसी चैन.  
[Signatures]



## Chat With Vikas Aidem

3/1/19, 7:30 AM - PDGÂ@: Two LCN s? One at sony wah and one other?  
 3/1/19, 7:30 AM - PDGÂ@: Freedish?  
 3/1/19, 7:30 AM - Vikas Aidem: Yes sir  
 3/1/19, 7:30 AM - Vikas Aidem: One LCN only switched off from the previous LCN  
 3/1/19, 7:31 AM - PDGÂ@: K  
 3/1/19, 7:31 AM - Vikas Aidem: The EPG name change will happen  
 3/1/19, 7:31 AM - PDGÂ@: 8Y'88Y'  
 3/1/19, 7:31 AM - Vikas Aidem: Sir we run an ethical business practice unlike other India named channels. This is Bharat we are talking about 8Y'\*.  
 3/1/19, 7:32 AM - PDGÂ@: 8Y'88Y'~  
 3/1/19, 1:17 PM - Vikas Aidem: This is to bring to your notice that in the following networks \*Aaj Tak is NOT\* available in Basic FTA pack of -  
 IMCL - All India  
 Wwil - Delhi / Haryana / UP  
 GTPL - Parts of Rajasthan  
 Den - Parts of UP  
 Airtel DTH  
 TATASKY DTH  
 IS TV - Imphal  
 Barak comm - Imphal  
 3/1/19, 1:18 PM - Vikas Aidem: Sir basic + 1 is atleast 20% less available than basic  
 3/2/19, 12:50 PM - Vikas Aidem: <Media omitted>  
 3/2/19, 12:55 PM - PDGÂ@: 8Y'8  
 3/8/19, 8:26 AM - PDGÂ@: Happy budday Vikas8Y'8  
 3/15/19, 6:00 PM - Vikas Aidem: <Media omitted>  
 3/15/19, 6:00 PM - Vikas Aidem: We are doing a survey of 1000 odd homes every fortnight  
 3/15/19, 6:00 PM - Vikas Aidem: Through third party  
 3/15/19, 6:00 PM - Vikas Aidem: Will keep doing this to keep track of packaging issues  
 3/19/19, 5:26 PM - Vikas Aidem: <Media omitted>  
 3/19/19, 5:26 PM - Vikas Aidem: Dangal, enter 10, bhojpuri cinema, fakth marathi, 9x m, jhakaas, tashan, adhikari channels, Masti and Maiboli  
 3/19/19, 5:26 PM - Vikas Aidem: High promotion  
 3/19/19, 7:56 PM - Vikas Aidem: <Media omitted>  
 3/19/19, 7:56 PM - Vikas Aidem: EPG baar start running at Airtel DTH  
 3/19/19, 7:56 PM - Vikas Aidem: <Media omitted>  
 3/20/19, 10:04 AM - Vikas Aidem: <https://www.adgully.com/republic-tv-accuses-tvl8-of-violating-trai-regulations-on-landing-page-84375.html>  
 3/20/19, 11:17 AM - Vikas Aidem: <http://www.indiantelevision.com/television/tv-channels/news-broadcasting/arg-outlier-media-writes-to-trai-accuses-news18-india-of-flouting-landing-page-directive-190320>  
 3/20/19, 12:31 PM - Vikas Aidem: <https://www.adgully.com/republic-bharat-makes-a-strategic-bid-to-drive-viewership-in-hindi-heartland-84387.html>  
 3/20/19, 1:40 PM - Vikas Aidem: <https://www.medianews4u.com/republic-bharat-and-its-strategic-push-to-drive-viewership-in-hindi-heartland-using-fta-marketing-assets/>  
 3/20/19, 1:57 PM - Vikas Aidem: Missed voice call  
 3/20/19, 2:13 PM - PDGÂ@: Will call  
 3/20/19, 2:13 PM - PDGÂ@: Anything urgent?  
 3/20/19, 2:23 PM - Vikas Aidem: No sir  
 3/20/19, 2:23 PM - Vikas Aidem: Dialled by mistake  
 3/20/19, 2:23 PM - Vikas Aidem: What's app soft touch8Y'--



## Chat With Vikas Aidem

3/20/19, 3:04 PM - PDGAS: ॐ-ॐ  
 3/20/19, 3:12 PM - Vikas Aidem: <Media omitted>  
 3/20/19, 3:12 PM - Vikas Aidem: <Media omitted>  
 3/20/19, 3:12 PM - Vikas Aidem: Nirav modi arrest. Dance show on aajtak  
 3/23/19, 12:50 PM - Vikas Aidem: tata sky has moved republic into free preview pack...this gives us a clear 30 percent reach lead over Times Now India Today and Cnn news 18. Bharat was already part of free preview pack from launch.  
 3/27/19, 10:40 PM - Vikas Aidem: <Media omitted>  
 3/27/19, 10:40 PM - Vikas Aidem: Today, minutes after 6:45pm REPUBLIC BHARAT in a massive SUPER EXCLUSIVE was the FIRST to access and air the footage that India was waiting for with bated breath-- the footage of the A-SAT liftoff into space that broadcast to the world that India has the capability of eliminating the enemy even in outer space. On a day that India became a superpower in space, it gives me immense pride to say that REPUBLIC MEDIA NETWORK was the FIRST to beam to its viewers in homes across India the momentous moment in history-- in both Hindi and English. True to our core of journalism for the people, the pre, during and liftoff footage brought every Indian into that historic moment and made them part of it forever. REPUBLIC MEDIA NETWORK was the only news network to be able to get the footage EXCLUSIVELY and broadcast it less than 8 hours after the lift-off. When the world was looking at India in anticipation and awe of what this great nation had just created indigenously, REPUBLIC MEDIA NETWORK was the FIRST to put out the footage-- from the countdown announcements to the visual delight of the plumes of smoke as the missile lifted and proceeded to its target. Even while others were content in the reportage on just the political squabbling, REPUBLIC MEDIA NETWORK broke through the cacophony and ensured elevation of discourse by bringing its viewers the reality. It gives me pride to say that, once again, when India witnessed a landmark moment when an Indian-made missile had done only what 3 other countries had ever achieved, REPUBLIC MEDIA NETWORK was at the forefront of ensuring that our deep journalism connected each one of the 1.3 billion Indians with the glory that they deserve to feel when they see the footage of India's achievement.  
 3/28/19, 10:48 PM - Vikas Aidem: <Media omitted>  
 3/28/19, 10:50 PM - Vikas Aidem: Interview just getting finished.. Will promote it for Bharat across assets  
 3/28/19, 10:51 PM - PDGAS: ॐ-ॐ-ॐ-ॐ  
 3/29/19, 1:17 PM - Vikas Aidem: <https://www.medianews4u.com/republic-media-networks-mission-shakti-coverage-reaches-311m-audience-in-17-countries-with-40-5k-mentions/>  
 4/3/19, 5:30 PM - Vikas Aidem: <http://www.indiantelevision.com/television/tv-channels/news-broadcasting/pms-exclusive-interview-bharatparmodi-with-republic-bharat-sets-the-agenda-for-the-2019-general-election-and>  
 4/3/19, 5:30 PM - Vikas Aidem: <https://www.medianews4u.com/republic-bharats-bharatparmodi-sets-agenda-for-general-election-delivers-smashing-results-on-its-social-digital-assets/>  
 4/3/19, 5:34 PM - Vikas Aidem: <https://agencyreporter.com/pm-modi-republic-bharat-sets-record-on-social-media/>  
 4/12/19, 1:35 AM - Vikas Aidem: <http://www.indiantelevision.com/television/tv-channels/news-broadcasting/republic-tv-completes-100-weeks-as-nol-and-expands-the-genre-size-by-a-massive-79-190411>  
 4/12/19, 1:35 AM - Vikas Aidem: <https://agencyreporter.com/republic-100-days/>  
 4/30/19, 3:02 PM - Vikas Aidem: Happy 4th Partho  
 4/30/19, 3:02 PM - Vikas Aidem: Wishing you and team all the success  
 4/30/19, 3:06 PM - PDGAS: ॐ-ॐ-ॐ-ॐ

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## Chat With Vikas Aidem

5/22/19, 10:14 AM - Vikas Aidem: <https://bestmediainfo.com/2019/05/republic-tv-pushes-hd-feed-across-ott-platforms-during-exit-polls/>

5/23/19, 8:59 AM - Vikas Aidem: India today replaces Delhi aajtak on satellite

5/24/19, 10:44 AM - Vikas Aidem: <Media omitted>

5/24/19, 10:45 AM - Vikas Aidem: CNN also excited about our election studio ॐयं॑

5/24/19, 1:03 PM - PDG&A: ॐयं॑

5/24/19, 1:03 PM - PDG&A: Waiting for day when it will be reverse

5/24/19, 1:04 PM - PDG&A: International channels should be happy with mention in Indian ones

5/24/19, 1:22 PM - Vikas Aidem: That happens too.... Depends on who ? We also have Indian partners who go and fall at their feet to attach their name to their unknown Indian identity.

5/24/19, 1:23 PM - Vikas Aidem: 2 national news network in the US vis-a-vis 40 national news network in India. Thoda demand supply issue hai

5/24/19, 1:26 PM - PDG&A: Thoda nahi bahut

5/24/19, 1:26 PM - Vikas Aidem: ॐयं॑

5/24/19, 1:26 PM - Vikas Aidem: Multiplied with PPP

5/24/19, 1:27 PM - PDG&A: Hehe

5/28/19, 4:43 PM - Vikas Aidem: Republic TV&A's HD OTT recorded 122 Million watch minutes during the Loksabha Election 2019  
<https://www.medianews4u.com/republic-tvs-hd-ott-recorded-122-million-watch-minutes-during-the-loksabha-election-2019/>

6/3/19, 4:48 PM - Vikas Aidem: Hello Partho

6/3/19, 4:49 PM - Vikas Aidem: Arnab and i would like to invite Samrajni and you for the brunch on 16th June

6/3/19, 4:49 PM - Vikas Aidem: We would be extremely grateful if both of you could take the time out to join us

6/3/19, 4:49 PM - Vikas Aidem: <Media omitted>

6/3/19, 4:50 PM - PDG&A: Got the invite Vikas

6/3/19, 4:50 PM - PDG&A: We will have some guests at home

6/3/19, 4:50 PM - PDG&A: Let me see if I can make it

6/3/19, 4:50 PM - Vikas Aidem: Bring them too

6/3/19, 4:50 PM - PDG&A: ॐयं॑

6/3/19, 4:50 PM - Vikas Aidem: Pls come

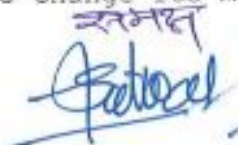
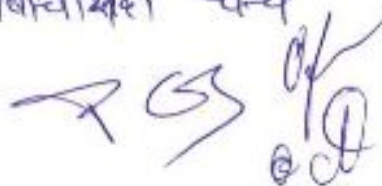
6/3/19, 4:50 PM - Vikas Aidem: Really bring them too

6/3/19, 4:50 PM - PDG&A: Will try my best

6/7/19, 12:12 PM - Vikas Aidem: 1. I have perused the Judgment of the TDSAT dated 29.05.2019 in Broadcasting Appeal No 2 of 2018 in Bennett Coleman & Co. Ltd & Anr. Vs TRAI and connected matters.

2. The TDSAT has vide its Judgment only discussed the power and authority of TRAI to issue directions dated 03.12.2018 to restrain the broadcasters and distributors of television channels from placing any registered satellite television channel whose TV rating is released by TV rating agency, on the landing Logical Channel Number (LCN) or Landing Channel or Boot-up screen. The TDSAT rendered a considered Judgment that impugned directions are beyond the provisions of the TRAI Act to issue directions and accordingly quashed the Direction/Order dated 03.12.2018 passed by TRAI.

3. The TDSAT, during the course of hearing, had issued Notice to BARC despite which it has not appeared before the TDSAT. However, based on the materials on record, following are the relevant paras which pertain to existing methodology adopted by BARC. A perusal of the same goes to show that there was no reason as per BARC to change its methodology of calculating TRP

समस्त आरोपों की पूर्ण रूप से खारिजी कर दी जाती है।  
  


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Chat With Vikas Aidem

Para 4 @ Pg 4

â€œâ€¦ TRAI has indicated that the concerned agency has ruled out possibility of neutralising the influence of landing LCN on television ratings by suitably changing the method of measurement because it was not possible due to technical limitationsâ€¦â€•

Para 14 @ Page 14

â€œâ€¦ Lastly, it has been submitted that even if it was proved that distortion in TRP is appreciable and requires some remedial action, all the alternate options should have been sought from specialised agencies including BARC and then an informed decision should have been taken in a transparent manner so as to cause minimum injury to the stakeholders, particularly, the distributors/MSOs. It was also submitted that BARC is an agency representing 60% broadcasters, 20% advertisers and 20% advertising agencies and if BARC has any problems relating to TRP, it should be allowed to take initiative for remedies of the problem is genuine. It has also been submitted that since BARC has not taken any such initiative, it must be presumed that none of the stake holders in BARC are adversely affected to any material extent and on this ground also the impugned directions are arbitrary and unreasonable.â€•

Para 23 @ Page 19

â€œâ€¦ However, we do know that the Authority has applied sufficient energy and diligence in addressing technical problems faced by BARC since BARC did not wish to change its methodology keeping in view the international best practices. No one can have cavil with following best practices. However, we do not know what are the best international practices in respect of landing page or in respect of regulation of LCNs in general.â€•

4. It is pertinent to note that the TDSAT records in para 19 that BARC did not wish to change its methodology keeping in view the international best practices. The TDSAT, apart from recording the aforesaid, had no occasion to comment upon the methodology adopted by BARC or direct BARC to change its methodology of calculating TRP.

5. In view of this, I see no order or direction or reason for BARC to change its methodology while calculating the TRP as it has been claiming to based on best international practices.

6. Please let me know should you need any further clarification or explanation to the above.

Regards,

Lakshmeesh S. Kamath  
Advocate

6/7/19, 12:12 PM - Vikas Aidem: Hi sir, this is a senior TDSAT lawyer and it clearly says order has no bearing on BARC and its methods

6/7/19, 12:13 PM - PDGÂ©: notice to BARC? never

6/7/19, 12:13 PM - PDGÂ©: i am surprised why they never asked us to depose

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Page No.12



## Chat With Vikas Aidem

6/7/19, 12:13 PM - Vikas Aidem: U can skip that  
 6/7/19, 12:14 PM - Vikas Aidem: Sir crux of the matter is that barc is not affected or impacted by this order ..  
 6/7/19, 12:15 PM - PDGÂ@: let me study this  
 6/7/19, 12:15 PM - Vikas Aidem: Ok  
 6/7/19, 12:21 PM - PDGÂ@: who is this?  
 6/7/19, 12:22 PM - PDGÂ@: pls check with himonce on the BARC being called part - where did he get that from - i checked again - no notice came  
 6/7/19, 12:22 PM - Vikas Aidem: lakshmeesh Kamath  
 6/7/19, 12:22 PM - Vikas Aidem: Will check  
 6/7/19, 2:13 PM - Vikas Aidem: It seems during the proceedings the trial counsel was asked by the judge that why is barc not here to which the lawyer Saket singh said that they will verbally contact them.  
 6/7/19, 3:10 PM - PDGÂ@: 8Y="8Y"  
 6/7/19, 3:22 PM - Vikas Aidem: <https://www.medianews4u.com/broadcasters-urge-barc-to-curb-landing-page-induced-data-corruption/>  
 6/8/19, 1:04 PM - Vikas Aidem: <https://www.exchange4media.com/media-tv-news/tv-channels-take-up-tdsat-landing-page-order-issue-with-barc-want-action-reversed-97293.html>  
 6/25/19, 5:52 PM - PDGÂ@: <Media omitted>  
 6/25/19, 5:52 PM - Vikas Aidem: Sir out of the country  
 6/25/19, 5:54 PM - PDGÂ@: Lucky you  
 6/25/19, 5:54 PM - Vikas Aidem: Yes i am feeling blessed 8Y~8Y~  
 6/25/19, 5:55 PM - PDGÂ@: 8Y~8Y~  
 6/25/19, 6:00 PM - Vikas Aidem: <Media omitted>  
 6/25/19, 6:00 PM - Vikas Aidem: <Media omitted>  
 6/25/19, 6:00 PM - Vikas Aidem: <Media omitted>  
 6/25/19, 6:00 PM - Vikas Aidem: Kids not with me so got a fiat 500  
 6/25/19, 6:00 PM - Vikas Aidem: Zippy and smooth .. have covered 700 Kms in 3 days already  
 6/25/19, 6:00 PM - PDGÂ@: Wow - Abarth one?  
 6/25/19, 6:00 PM - Vikas Aidem: Yes  
 6/25/19, 6:00 PM - PDGÂ@: Fantastic  
 6/25/19, 6:01 PM - Vikas Aidem: It's a fun car  
 6/25/19, 6:01 PM - PDGÂ@: I love small powerful cars  
 6/25/19, 6:01 PM - PDGÂ@: Yes have driven one in france  
 6/25/19, 6:01 PM - Vikas Aidem: Have similar choice in women too  
 6/25/19, 6:01 PM - Vikas Aidem: Sorry digressed  
 6/25/19, 6:01 PM - PDGÂ@: 8Y~8Y~  
 6/25/19, 6:01 PM - PDGÂ@: Good choice  
 6/25/19, 6:02 PM - PDGÂ@: Connoisseurs  
 6/25/19, 6:02 PM - Vikas Aidem: 8Y~8Y~8Y~8Y~  
 7/3/19, 11:33 AM - Vikas Aidem: [http://www.adageindia.in/media/tdsat-did-not-legalize-landing-page-it-just-set-aside-trais-direction/articleshow/70050855.cms?utm\\_source=social\\_whatsapp&utm\\_medium=social\\_share&utm\\_campaign=Click\\_through\\_social\\_share](http://www.adageindia.in/media/tdsat-did-not-legalize-landing-page-it-just-set-aside-trais-direction/articleshow/70050855.cms?utm_source=social_whatsapp&utm_medium=social_share&utm_campaign=Click_through_social_share)

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[https://widget.whatsbroadcast.com/widget\\_more/4b4413e4b5c6c542bbfa9fel0d0c3e7a/?show=walink&text=\\$Ref\\_1&t=1555584461](https://widget.whatsbroadcast.com/widget_more/4b4413e4b5c6c542bbfa9fel0d0c3e7a/?show=walink&text=$Ref_1&t=1555584461)

7/17/19, 11:09 AM - Vikas Aidem: <https://www.adgully.com/landing-page-row-regional-broadcasters-draw-parallels-with-net-neutrality-controversy-87054.html>  
 7/30/19, 8:07 PM - Vikas Aidem: <https://www.adgully.com/nbf-counters-doubts-raised-over-its-efficacy-says-nba-has-become-jittery-87336.html>



## Chat With Vikas Aidem

7/30/19, 8:07 PM - Vikas Aidem: <https://www.exchange4media.com/media-tv-news/news-broadcasters-bodies-wont-have-a-clash-of-interest-98458.html>  
 8/5/19, 10:55 AM - Vikas Aidem: Operation Kashmir: Live Updates from Ground Zero

With 10 reporters across Jammu and Kashmir, Republic Bharat is getting live updates on situation in the valley from 6:12 AM onwards. Between 6-6:30AM, when Aaj Tak and ABP were solely on studio discussion, Republic Bharat was reporting live from Srinagar as well as Jammu

8/5/19, 10:55 AM - Vikas Aidem: <Media omitted>  
 8/5/19, 10:55 AM - Vikas Aidem: Operation Kashmir: Non-Stop Broadcast On Republic Bharat

Republic Bharat is the only channel which is tracking minute to minute updates in Jammu and Kashmir as well as Delhi non-stop. Between 7:59 & 8:11 AM, while Republic Bharat was broadcasting live from 10 locations across J&K and National Capital, Aaj Tak and India TV aired Astrology Segments.

8/5/19, 10:55 AM - Vikas Aidem: <Media omitted>  
 8/5/19, 10:55 AM - Vikas Aidem: <Media omitted>  
 8/19/19, 10:14 AM - Vikas Aidem: NORTH INDIA FLOODS: MAXIMUM REPORTERS, FASTEST UPDATES ON REPUBLIC BHARAT

As North & Central India reels under floods, Republic Bharat is reporting live from the worst affected regions in Uttarakhand, Madhya Pradesh, Rajasthan, Punjab & Himachal Pradesh. Republic Bharat is the only channel with a team of reporters in remote areas of Uttarkashi & Mandsaur where landslides and heavy rains have rendered several stranded. No channel including Aaj Tak, ABP, News 18 or Zee is reporting live from Uttarakhand's Lamgaon & Pauri Garhwal or Madhya Pradesh's Malgarh. With high-alert sounded for the next 24 hours, Republic Bharat's team of Reporters will be broadcasting live from 7 states including Himachal Pradesh, Uttarakhand, Madhya Pradesh, West Bengal, Punjab & Rajasthan.

8/19/19, 10:16 AM - PDGÂ©: Boss you need to tell viewers not usðŸ™„  
 8/19/19, 10:17 AM - Vikas Aidem: Sir all stakeholders need to be communicated.. including you ðŸ™„  
 8/19/19, 10:18 AM - PDGÂ©: Most importantly viewersðŸ™„ðŸ™„ðŸ™„ they have to watch - we are not importantðŸ™„ðŸ™„ðŸ™„

8/19/19, 10:18 AM - PDGÂ©: And agencies and clients - since they pay you  
 8/19/19, 10:19 AM - Vikas Aidem: Absolutely sir... At it  
 8/19/19, 10:19 AM - Vikas Aidem: <Media omitted>  
 8/19/19, 10:19 AM - Vikas Aidem: india Day parade New york  
 8/20/19, 10:03 PM - Vikas Aidem: <https://www.bizasialive.com/overnights-republic-bharat-on-par-with-aaj-tak-on-monday-in-uk/>

9/11/19, 12:18 PM - PDGÂ©: Sir my apologies  
 9/11/19, 12:19 PM - PDGÂ©: Pls come for the meeting today  
 9/11/19, 12:19 PM - Vikas Aidem: Sir don't embarrass  
 9/11/19, 12:19 PM - Vikas Aidem: Will be there  
 9/11/19, 12:20 PM - PDGÂ©: ðŸ™„ðŸ™„ðŸ™„

9/23/19, 11:34 AM - Vikas Aidem: Sir good morning. Sending you the details on massive planning for Republic Bharat increase in reach and massive improvement in visibility through LCN Improvement.

9/23/19, 11:34 AM - Vikas Aidem: \*Distribution Push For Festive Quarter\*  
 \*Action Done\*

1. WWIL (Siti Cable) Barker covering \*6 Mn\* homes across \*128\* towns in Delhi, Mumbai, U.P, M.P, Gujarat, Haryana, Rajasthan- Focus on Urban Markets.

\*Increase in (Cov 000's) expected - 1 cr\*.



## Chat With Vikas Aidem

List Attached

2. LCN Upgrade ( Better positioning) of 90 networks in HSM markets specially U.P, Gujarat, Maharashtra, Punjab, Haryana, Delhi, M.P, Bihar.

\*Increase in (Cov 000's) expected - 20 L\*

List Attached

3. Bharat is the only channel to be tagged with dd channels ensuring 100% availability from Sep 2019 to March 2020 in Den, WWIL (Siti Cable), GTPL, UCN, Fastway covering \*40 Mn\* homes.

\*Action Initiated\*

1. Fastway LCN positioning next to Aaj Tak.

2. Airtel LCN upgrade to within Top-5.

3. GTPL improve neighborhood.

4. Hathway improve neighborhood.

5. Tata sky LCN upgrade.

Above action plan covering approximately \*40 Mn\* homes.

9/23/19, 11:34 AM - Vikas Aidem: <Media omitted>

9/23/19, 11:34 AM - Vikas Aidem: <Media omitted>

9/23/19, 11:34 AM - Vikas Aidem: Also good news we have upgraded LCN in Fastest next to aaj tak starting this morning

9/23/19, 11:34 AM - Vikas Aidem: This is over and above the action done last week which will reflect in the current week data of 38

9/23/19, 11:35 AM - Vikas Aidem: Fastway will reflect in week 39

10/2/19, 10:39 PM - Vikas Aidem: [https://the-ken.com/story/trais-broadcast-revolution-will-not-be-televised/?utm\\_source=app\\_story&utm\\_medium=regular\\_link](https://the-ken.com/story/trais-broadcast-revolution-will-not-be-televised/?utm_source=app_story&utm_medium=regular_link)

10/2/19, 10:39 PM - PDGÂ©: Readôÿ~Š

10/2/19, 10:40 PM - Vikas Aidem: Expected of u ôÿ~Š

10/2/19, 10:41 PM - PDGÂ©: The article Doesn't make much of a point honestly

10/2/19, 10:41 PM - PDGÂ©: If it's meant for industry outsiders it's fine

10/2/19, 10:41 PM - PDGÂ©: Doesn't say anything new

10/2/19, 10:42 PM - Vikas Aidem: True dat.. made to seem like telecom business is going to take over every thing... Yup more for outsiders and to build pressure on Mr. Sharma and Mr. Gupta to sort pricing

10/2/19, 10:46 PM - PDGÂ©: Yes

10/22/19, 12:53 PM - Vikas Aidem: Congratulations Partho... New journeys and opportunities await

10/22/19, 12:59 PM - PDGÂ©: ôÿ~Šôÿ™.

10/25/19, 3:23 PM - Vikas Aidem: Happy Diwali Partho. Wish u and your family a beautiful, healthy and happy year ahead. BR, vikas

10/25/19, 3:28 PM - PDGÂ©: ôÿ~Šôÿ™.

10/25/19, 7:48 PM - PDGÂ©: Thank you Vikas for your offer to use your office. Really appreciateôÿ~Šôÿ™.

10/25/19, 7:49 PM - PDGÂ©: Happy Diwali

10/25/19, 8:53 PM - Vikas Aidem: Happy Diwali sir.. it will be a priviledge and honour.. least I can do.. mi casa su casa

10/25/19, 8:53 PM - PDGÂ©: ôÿ~Š

11/11/19, 5:42 PM - PDGÂ©: <Media omitted>

11/11/19, 5:43 PM - PDGÂ©: You may like to check your mailmerge

11/11/19, 5:43 PM - PDGÂ©: ôÿ~Š

11/11/19, 5:43 PM - Vikas Aidem: I am so sorry

11/11/19, 5:43 PM - PDGÂ©: Hota hai

11/11/19, 5:43 PM - Vikas Aidem: Male merge ôÿ~Š

## Chat With Vikas Aidem

11/11/19, 5:43 PM - PDGÂ@: 8Y~„8Y~„  
 11/11/19, 10:21 PM - Vikas Aidem: <https://youtu.be/dUxUoPJR-bU>  
 11/17/19, 4:42 PM - Vikas Aidem: <https://www.pgurus.com/why-media-baron-rajat-sharma-resigned-from-the-ddca-opposite-side-accuses-him-of-financial-irregularities/>  
 11/17/19, 4:42 PM - Vikas Aidem: Has all the details of Rajat Sharma DDCA battle  
 11/17/19, 4:42 PM - Vikas Aidem: According to insiders, the tussle reached its peak after the fund collection for the ceremony of the naming of Arun Jaitley Pavilion in Feroz Shah Kotla Stadium. Anti-Rajat Sharma faction alleges that Rs.1.5 crores were collected from the Sanjeev Goenka Group and Sharma without consulting the Board went ahead and spent the funds on his own. They also accuse that Rs.25 lakhs have gone missing.  
 11/17/19, 4:42 PM - Vikas Aidem: They accuse Rajat Sharma of crossing all limits and misusing Jaitley's „goodwill“ and making tall claims on his proximity with Prime Minister Narendra Modi and Home Minister Amit Shah and tried to throw his hat in the Board of Control for Cricket in India (BCCI).  
 11/17/19, 4:43 PM - PDGÂ@: Cheaters always cheat  
 12/3/19, 12:23 PM - Vikas Aidem: President sir  
 12/3/19, 12:24 PM - Vikas Aidem: Yamazaki launch in mum on 18th  
 12/3/19, 12:24 PM - Vikas Aidem: Dec  
 12/3/19, 12:24 PM - Vikas Aidem: I have requested your name to be put on the list  
 12/3/19, 12:24 PM - Vikas Aidem: Will keep u posted  
 12/3/19, 12:30 PM - PDGÂ@: Danke sir  
 12/17/19, 11:55 AM - Vikas Aidem: Good morning , i have created a separate chat group with debu and adi to discuss hackathon  
 12/17/19, 11:56 AM - PDGÂ@: That's cool  
 12/17/19, 11:56 AM - Vikas Aidem: we will come back to you as soon as we have a discussion on the route  
 12/17/19, 11:56 AM - PDGÂ@: 8Y~„8Y~„  
 1/24/20, 7:37 PM - Vikas Aidem: <Media omitted>  
 1/24/20, 7:38 PM - Vikas Aidem: Shared it with Debu and Adi and sending it to you after their nod. The process will require some detailing for which I can seek some help. They are ok to use this for the meeting  
 1/24/20, 7:39 PM - PDGÂ@: Looks and sounds good  
 1/24/20, 7:40 PM - Vikas Aidem: 8Y~„8Y~„  
 1/24/20, 7:40 PM - PDGÂ@: Do you want to use one of those regular hackathon guys from Bangalore?  
 1/24/20, 7:40 PM - Vikas Aidem: For implementation?  
 1/24/20, 7:40 PM - PDGÂ@: Yes  
 1/24/20, 7:40 PM - Vikas Aidem: Yes would be good  
 3/8/20, 12:11 PM - PDGÂ@: Happy budday8Y~„  
 3/8/20, 12:27 PM - Vikas Aidem: Thank you Partho da 8Y~„8Y~„  
 3/26/20, 10:23 AM - Vikas Aidem: <Media omitted>  
 3/26/20, 10:24 AM - Vikas Aidem: <Media omitted>  
 3/26/20, 10:28 AM - PDGÂ@: 8Y~„  
 4/14/20, 9:30 AM - Vikas Aidem: Shubho noboborsho Partho  
 4/14/20, 10:27 AM - PDGÂ@: Shubho noboborsho Vikas and Pia8Y~„8Y~„  
 4/14/20, 10:31 AM - Vikas Aidem: This message was deleted  
 4/14/20, 10:32 AM - Vikas Aidem: <https://bestmediainfo.com/2020/04/republic-tv-and-r-bharat-go-live-on-flipkart-video/>  
 4/14/20, 10:32 AM - PDGÂ@: 8Y~„8Y~„  
 5/5/20, 5:05 PM - Vikas Aidem: <Media omitted>  
 5/31/20, 7:03 PM - PDGÂ@: Whenever free pls call - even Tom morning is fine



## Chat With Vikas Aidem

5/31/20, 7:04 PM - Vikas Aidem: Playing basket ball with shay. Will call as soon as I am done

5/31/20, 7:04 PM - PDG&A: No hurry boss

6/2/20, 1:53 PM - PDG&A: You would have seen my mail on the MICA thing

6/2/20, 1:54 PM - PDG&A: Pls let me know if you have any questions

6/2/20, 1:55 PM - Vikas Aidem: I will sync with adi today

6/2/20, 1:56 PM - Vikas Aidem: And come back with questions

6/2/20, 1:56 PM - PDG&A: Cool

6/5/20, 11:21 AM - Vikas Aidem: hi President sir, i have briefed an agency this morning. They have a few specific questions on targeted advertising, database sharing and landing page. As soon as they send it i will share with adi, BD, Partha and you.

6/5/20, 11:21 AM - PDG&A: Ok sir

6/5/20, 11:22 AM - PDG&A: We need to finalize price of the course based on marketing cost

6/5/20, 11:23 AM - Vikas Aidem: yes sir. They will share a plan on mon itself and they we can decide. I would recommend that we use some of our proprietary assets, database and PR to capture some intent and then basis the success there go and push for external media

6/5/20, 11:24 AM - PDG&A: Yes agree

6/11/20, 6:15 PM - Vikas Aidem: hi President sir

6/11/20, 6:15 PM - Vikas Aidem: spoke with BD

6/11/20, 6:16 PM - Vikas Aidem: i am waiting for BD to revert on some of my questions

6/11/20, 6:17 PM - Vikas Aidem: he is waiting for a conversation with MICA

6/11/20, 6:17 PM - PDG&A: He has spoken

6/11/20, 6:18 PM - PDG&A: They agreed to 35k I think and need a mail

6/11/20, 6:18 PM - PDG&A: On the promotion bit shall we get into a call?

6/11/20, 6:18 PM - PDG&A: You, Adi, BD me - anyone else?

6/11/20, 6:18 PM - Vikas Aidem: yes he is waiting for formal mail from MICA

6/11/20, 6:18 PM - Vikas Aidem: yes lets do a call

6/11/20, 6:19 PM - Vikas Aidem: lets include sonia too

6/11/20, 6:19 PM - Vikas Aidem: we need massive PR

6/11/20, 6:19 PM - PDG&A: I appreciate all your points on comparative with other courses

6/11/20, 6:19 PM - PDG&A: But we have to find inexpensive ways

6/11/20, 6:19 PM - PDG&A: In today's world I wonder how many will afford anything more than 50k

6/11/20, 6:20 PM - PDG&A: Let's discuss on call

6/11/20, 6:20 PM - PDG&A: Will you set it up pls

6/11/20, 6:20 PM - Vikas Aidem: should i send an email to everyone for a quick call?

6/11/20, 6:20 PM - PDG&A: You can ask Bipin too

6/11/20, 6:20 PM - Vikas Aidem: ok will set it up

6/11/20, 6:20 PM - PDG&A: Yes

6/11/20, 6:20 PM - Vikas Aidem: sure will add Bipin

6/11/20, 6:20 PM - Vikas Aidem: will add sapan tpp

6/11/20, 6:20 PM - Vikas Aidem: too

6/11/20, 6:20 PM - PDG&A: Yes sonia too

6/11/20, 6:20 PM - PDG&A: Will need all hands on this

6/11/20, 6:22 PM - PDG&A: Hope all ok with Sundaram and Arnab - again questioning yesterday I heard

6/11/20, 6:22 PM - Vikas Aidem: yes sir

समस्त  
आपके विचारों पर धन्यवाद  
Vikas

आपके विचारों पर धन्यवाद  
RGS

Chat With Vikas Aidem

6/11/20, 6:22 PM - Vikas Aidem: yes its usual... they are trying to harass... wanted to delay him from going on air..  
6/11/20, 6:23 PM - PDGÂ@: Hmmm pure harassment  
6/11/20, 6:23 PM - Vikas Aidem: hearing to happen in a few days. fingers crossed  
6/11/20, 6:23 PM - PDGÂ@: Bombay HC?  
6/11/20, 6:23 PM - PDGÂ@: Or Supreme Court  
6/11/20, 6:27 PM - Vikas Aidem: Yes it's in Mumbai HC. Kalil Sibal for them and Harish Salve for us.  
6/11/20, 6:27 PM - Vikas Aidem: I need to increase the ER on the channels 8Y\*  
6/11/20, 6:27 PM - PDGÂ@: 8Y-88Y\*  
6/12/20, 9:27 AM - PDGÂ@: Hi - did anyone circulate a call invite for 12 ? You can ask Bipin as well - is it a voice or video  
6/12/20, 9:28 AM - Vikas Aidem: I am circulating it now  
6/12/20, 9:28 AM - PDGÂ@: Okay  
6/12/20, 9:28 AM - Vikas Aidem: Sapan and sonia hadn't responded  
6/12/20, 9:28 AM - Vikas Aidem: Bipin is sending a message to everyone  
6/12/20, 9:28 AM - PDGÂ@: Drop a text maybe  
6/12/20, 9:28 AM - Vikas Aidem: Once i have all the ids I will send the invite and message everyone  
6/12/20, 9:30 AM - PDGÂ@: Ok  
6/12/20, 9:30 AM - PDGÂ@: Bipin is under impression he has sent you all - just texted me  
6/12/20, 9:32 AM - Vikas Aidem: He has just sent me all the email ids  
6/12/20, 9:32 AM - PDGÂ@: Cool  
6/12/20, 9:39 AM - Vikas Aidem: Vikas Khanchandani is inviting you to a scheduled Zoom meeting.

Topic: My Meeting

Time: Jun 12, 2020 12:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88232386453?pwd=eElNYjBBNU5Jd2tUSXZ0YzZFeVRKUT09>

Meeting ID: 882 3238 6453

Password: 6p6j0p

6/12/20, 9:39 AM - Vikas Aidem: sorry had tp move to zoom  
6/12/20, 9:39 AM - Vikas Aidem: google didnt allow more than 5 participants  
6/12/20, 9:43 AM - PDGÂ@: Cool  
6/12/20, 12:00 PM - PDGÂ@: guess mistake in timing - saying meeting at 1230 am on 13th  
6/12/20, 4:35 PM - Vikas Aidem: hi President sir, had a call with the website team.. good guys.. the whole process can be done isn  
6/12/20, 4:35 PM - PDGÂ@: Great Vikas  
6/12/20, 5:04 PM - Vikas Aidem: Sorry went to make tea and didnt finish the conversation  
6/12/20, 5:05 PM - Vikas Aidem: we should get the info shared by mica on our Microsite so interested person could read through and then share details  
6/12/20, 5:05 PM - Vikas Aidem: Also payment gateway from razorpay is linked  
6/12/20, 5:05 PM - Vikas Aidem: I meant finish in 10 days  
6/12/20, 5:05 PM - PDGÂ@: Yes pls tell Bipin to include in MICA mou  
6/12/20, 5:05 PM - Vikas Aidem: Sure  
6/12/20, 5:15 PM - Vikas Aidem: Also the mica document shares payment to mica. Should we have that changed?  
6/12/20, 5:15 PM - PDGÂ@: Yes

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Chat With Vikas Aidem

6/12/20, 5:16 PM - PDG&@: Bipins consultant is telling him we don't need an MOU - that proposal is enough  
 6/12/20, 5:16 PM - PDG&@: Pls advise him we need a MOU for sure outlining IP, Branding, deliverables, payment etc  
 6/12/20, 5:16 PM - PDG&@: Sorry was in calls and hence the delay  
 6/12/20, 5:17 PM - Vikas Aidem: MOU with MICA?  
 6/12/20, 5:18 PM - PDG&@: Yup  
 6/12/20, 5:18 PM - Vikas Aidem: Will do a call with BD and him and lead that?  
 6/12/20, 5:18 PM - PDG&@: Their proposal doesn't cover these  
 6/12/20, 5:18 PM - PDG&@: Thanks  
 6/12/20, 5:18 PM - PDG&@: Yes please  
 6/14/20, 6:05 PM - PDG&@: Vikas - I have spoken to Siddharth Rao for the creatives  
 6/14/20, 6:05 PM - Vikas Aidem: Great.  
 6/14/20, 6:06 PM - PDG&@: Would it be possible for you to write to him attaching the course outline, detailing the elements required - posters, FB, twitter, mailers etc and deadline (I guess end June)  
 6/14/20, 6:06 PM - PDG&@: He is in Karjat from start of lockdown and hence phone's may not always be available  
 6/14/20, 6:08 PM - Vikas Aidem: Sure .. will do that.. should I brief adi too or have you?  
 6/14/20, 6:08 PM - Vikas Aidem: We had a call with Mr Subramanian for MOU with MICA and T&C for our Microsite as we become liable and responsible for the fulfillment of the course  
 6/14/20, 6:08 PM - PDG&@: No but loop him in  
 6/14/20, 6:08 PM - Vikas Aidem: Ok  
 6/14/20, 6:09 PM - PDG&@: Good - our man was not getting it  
 6/14/20, 6:09 PM - PDG&@: Also Sapan if you want to - feel free  
 6/14/20, 6:10 PM - Vikas Aidem: Yes I realised on the call. BD joined in as well. I requested him to not speak with mica directly as it could jeopardize his equation. The MOU puts out a few scenarios in our favour keeping some room for giving in.  
 6/14/20, 6:10 PM - Vikas Aidem: Yes will need her help. Will do  
 6/14/20, 6:11 PM - PDG&@: Yes he should not speak to them  
 6/14/20, 6:11 PM - PDG&@: Also Subramanian is an auditor I guess - maybe that's why didn't get the legal thing  
 6/15/20, 2:14 PM - Vikas Aidem: <Media omitted>  
 6/15/20, 2:14 PM - Vikas Aidem: Adi said he will lead the conversation with Sid  
 6/15/20, 2:21 PM - PDG&@: Ok  
 6/15/20, 2:22 PM - PDG&@: I have told Sid we need creatives bu June end  
 6/15/20, 2:24 PM - Vikas Aidem: Noted will inform him  
 7/24/20, 11:35 AM - PDG&@: When are we starting the PR and media campaign for MICA program? All ends tied up?  
 7/24/20, 12:01 PM - Vikas Aidem: The microsite should be done by mon  
 7/24/20, 12:01 PM - Vikas Aidem: We can activate after tgat  
 7/24/20, 12:01 PM - Vikas Aidem: Was in goa last couple of weeks  
 7/24/20, 12:04 PM - PDG&@: Lucky guy  
 7/24/20, 12:04 PM - PDG&@: I had a booking from 25th - had to cancel  
 7/24/20, 12:04 PM - PDG&@: Things are open there? You flew or drove?  
 7/24/20, 12:05 PM - PDG&@: Let's push and kickstart this - been some time - let me know if you need any help  
 7/24/20, 12:23 PM - Vikas Aidem: I drove. Was quite smooth. Hate flying to goa. Had to organise epass and goa arrival form. And covid test. A bit of planning but well worth it. Got a nice independent house.

समस्त  
 आभार  
 विकस  
 अक्षय

## Chat With Vikas Aidem

7/24/20, 12:24 PM - Vikas Aidem: Yes sir. Finalizing the microsite with both course. Bipin is sending the T&C for the microsite.  
 7/24/20, 12:24 PM - Vikas Aidem: Will ask for a call on mon to activate everything  
 7/24/20, 12:42 PM - PDG&A: Wonderful  
 7/24/20, 12:44 PM - PDG&A: Suggest forewarn all involved on action points before call - else they may take more time to activate  
 7/24/20, 12:44 PM - PDG&A: Specially the marketing and PR side  
 7/24/20, 12:53 PM - Vikas Aidem: Cool will do  
 7/24/20, 12:56 PM - PDG&A: Just so that we don't lose more time  
 7/24/20, 1:38 PM - Vikas Aidem: Just confirming with the web team to check if the microsite could be up on mon  
 7/24/20, 1:46 PM - PDG&A: K  
 7/24/20, 3:40 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 3:47 PM - PDG&A: Do we need to give details of course 2?  
 7/24/20, 3:47 PM - PDG&A: We should mention there is a course 2 though  
 7/24/20, 3:47 PM - PDG&A: Also we can call that advanced  
 7/24/20, 3:47 PM - PDG&A: Not 1 and 2  
 7/24/20, 3:47 PM - PDG&A: What say  
 7/24/20, 3:49 PM - Vikas Aidem: Could I call?  
 7/24/20, 3:50 PM - PDG&A: Sure  
 7/24/20, 4:01 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:02 PM - Vikas Aidem: <Media omitted>  
 7/24/20, 4:08 PM - PDG&A: Beautiful  
 7/24/20, 4:08 PM - Vikas Aidem: ढ्यँ-ँ  
 7/27/20, 9:49 AM - Vikas Aidem: Please find the below link for the microsite

<https://theadvertisingclub.net/mica-ldp/>  
 Pswd: s3cr3T

We have made all the changes according to feedback and updated the terms and conditions too. The microsite is responsive too and is compatible across devices. Kindly check and let me know to push live.

7/27/20, 9:50 AM - PDG&A: Will do  
 7/27/20, 9:50 AM - Vikas Aidem: hi Chief would you pls have a lookie once. i have asked for a small change in the copy of the microsite home page  
 7/27/20, 9:50 AM - Vikas Aidem: which is changing it from MDP to LDP  
 7/27/20, 9:50 AM - Vikas Aidem: every where else he has done it  
 7/27/20, 9:50 AM - PDG&A: Sure  
 7/27/20, 10:02 AM - Vikas Aidem: changed  
 7/27/20, 10:16 AM - PDG&A: Looks good  
 7/27/20, 10:16 AM - PDG&A: Small suggestions  
 7/27/20, 10:17 AM - PDG&A: Could we put the names of more experienced profs first - like say the Dean and some experienced names from outside faculty to carry more weight?  
 7/27/20, 10:17 AM - PDG&A: Second hope Mathew and Smita are adequately briefed on answers to be given on queries or else it could be bad experience  
 7/27/20, 10:18 AM - PDG&A: Third - somewhere down the line we are calling it course 1 and course 2

समस्त  
 अभिधीवीसही पंच  
 फाल्गुनी  
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## Chat With Vikas Aidem

7/27/20, 10:18 AM - Vikas Aidem: Will need to check with MICA  
 7/27/20, 10:18 AM - PDGÂ©: Could we call it Main course and Advanced course or something like that?  
 7/27/20, 10:18 AM - PDGÂ©: It's your call  
 7/27/20, 10:19 AM - Vikas Aidem: This will have to be done. No briefing yet  
 7/27/20, 10:19 AM - Vikas Aidem: Yes can be done  
 7/27/20, 10:19 AM - Vikas Aidem: I am sending these as final feedback?  
 7/27/20, 10:19 AM - Vikas Aidem: Didn't sent to larger group else we would not be able to move  
 7/27/20, 10:21 AM - PDGÂ©: Yes agree  
 7/27/20, 10:22 AM - PDGÂ©: To the larger group just give a date when we should go all guns blazing  
 7/27/20, 10:22 AM - Vikas Aidem: yup will do  
 7/27/20, 10:23 AM - PDGÂ©: Ideally before the Mancom meeting I want this to go to market  
 7/27/20, 10:30 AM - Vikas Aidem: When are u looking at doing the mancom?  
 7/27/20, 10:31 AM - PDGÂ©: <Media omitted>  
 7/27/20, 10:32 AM - Vikas Aidem: Will be done much before  
 7/27/20, 10:32 AM - PDGÂ©: 8Y'08Y'S  
 7/27/20, 5:32 PM - PDGÂ©: Tom call time decided?  
 7/27/20, 5:33 PM - PDGÂ©: You can ask the secretariat for help in fixing  
 7/27/20, 5:50 PM - Vikas Aidem: Yup will ask bipin to fix  
 7/27/20, 6:03 PM - Vikas Aidem: could i fix it for 5 PM if it suits u  
 7/27/20, 6:04 PM - PDGÂ©: Yes ok - i will shift something  
 7/27/20, 6:04 PM - Vikas Aidem: thank u  
 8/3/20, 3:56 PM - Vikas Aidem: Hello chief. let me know when u have a moment  
 8/3/20, 4:05 PM - PDGÂ©: Now?  
 8/3/20, 4:06 PM - Vikas Aidem: whenever u have a moment  
 8/3/20, 4:07 PM - PDGÂ©: Now?  
 8/3/20, 4:07 PM - Vikas Aidem: Whenever u r free  
 8/3/20, 4:07 PM - PDGÂ©: Free now8Y'S  
 8/3/20, 4:07 PM - Vikas Aidem: Ok calling in 2 mins  
 8/3/20, 4:08 PM - PDGÂ©: K  
 8/4/20, 11:57 AM - PDGÂ©: <Media omitted>  
 8/4/20, 11:58 AM - Vikas Aidem: Hahaha it's very funny  
 8/4/20, 11:58 AM - PDGÂ©: 8Y'S  
 8/6/20, 3:00 PM - PDGÂ©: Why don't you meet Rushabh  
 8/6/20, 3:00 PM - PDGÂ©: Very good guy  
 8/6/20, 3:00 PM - PDGÂ©: CTC below 40  
 8/6/20, 3:01 PM - Vikas Aidem: I will meet him.. will also get Priya to meet but tell him not to get his hopes up with Republic..  
 8/6/20, 3:02 PM - PDGÂ©: He will be good for assisting you  
 8/6/20, 3:02 PM - PDGÂ©: Not just distribution honestly  
 8/6/20, 3:02 PM - PDGÂ©: His exposure is good  
 8/6/20, 7:10 PM - PDGÂ©: <Media omitted>  
 8/9/20, 1:16 PM - PDGÂ©: When are we announcing the course now?  
 8/9/20, 2:32 PM - Vikas Aidem: It was part of the media plan to be shared by Sonia and sapan  
 8/9/20, 2:32 PM - Vikas Aidem: Will follow up  
 8/9/20, 3:08 PM - PDGÂ©: Yes but guess we have to chase8Y'S  
 8/9/20, 3:28 PM - Vikas Aidem: Yup ... it's become the way of life 8Y'S  
 8/9/20, 3:28 PM - PDGÂ©: 8Y'S

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## Chat With Vikas Aidem

8/12/20, 5:20 PM - PDGÂ@: Is Sonia keeping the press release ready? Are social posts ready? Needs to be circulated - Sonia and Sapan were to circulate a schedule right?

8/12/20, 5:20 PM - PDGÂ@: This press release should go out with you speaking on behalf of TAC

8/12/20, 5:42 PM - Vikas Aidem: Sir it should only be you

8/12/20, 5:42 PM - Vikas Aidem: Will call as soon as I finish been a crazy day

8/12/20, 5:50 PM - PDGÂ@: No no not necessary

8/13/20, 12:00 PM - Vikas Aidem: <Media omitted>

8/13/20, 12:00 PM - PDGÂ@: Wow

8/13/20, 12:00 PM - PDGÂ@: You got?

8/13/20, 12:00 PM - Vikas Aidem: We just adopted a rescue, Indoe breed

8/13/20, 12:00 PM - Vikas Aidem: Indie

8/13/20, 12:00 PM - PDGÂ@: Handsome

8/13/20, 12:01 PM - PDGÂ@: Full entertainment

8/13/20, 12:01 PM - PDGÂ@: You will see

8/13/20, 12:01 PM - Vikas Aidem: Her Name is Mae , bong name

8/13/20, 12:01 PM - Vikas Aidem: Oh yes very excited

8/13/20, 12:01 PM - PDGÂ@: ðŸ˜ŠðŸ˜Š sweet

8/13/20, 12:01 PM - PDGÂ@: Specially kids

8/13/20, 12:01 PM - PDGÂ@: But a lot of workðŸ˜Š

8/13/20, 12:02 PM - Vikas Aidem: yes not much sleep last nite.. no different from a new born but lesser work than that... the kids are over the moon.

8/13/20, 12:02 PM - PDGÂ@: Yes and the medicines are also human kids med

8/13/20, 12:03 PM - Vikas Aidem: its like the whole house is distressed

8/13/20, 12:19 PM - PDGÂ@: ðŸ˜Š

8/14/20, 5:18 PM - Vikas Aidem: Dada

8/14/20, 5:19 PM - Vikas Aidem: Pls do front the MICA piece it will be better. Else adi will feel bad

8/14/20, 5:20 PM - PDGÂ@: Ok

8/14/20, 5:20 PM - PDGÂ@: Tell Sonia

8/14/20, 5:23 PM - Vikas Aidem: ok president sir

8/14/20, 5:23 PM - Vikas Aidem: informed her

8/14/20, 5:23 PM - PDGÂ@: ðŸ˜Š

8/16/20, 10:36 PM - PDGÂ@: Is the press release ok? The quote has some grammatical issues

8/16/20, 10:37 PM - PDGÂ@: Bipin must have slept on getting MICA approval

8/16/20, 10:51 PM - Vikas Aidem: Yes just some grammatical construct issues.. else good to go

8/16/20, 10:51 PM - Vikas Aidem: I guess tue release

8/16/20, 10:51 PM - PDGÂ@: Will you ok sonia?

8/16/20, 11:14 PM - Vikas Aidem: In the group? Also depends on mica approval. Should happen in the first half

8/16/20, 11:23 PM - PDGÂ@: Ok

8/18/20, 7:54 PM - PDGÂ@: I read the program details and with all due respect would like to share my disappointment and feedback on the program details.

The catchy headline was not supported with enough content on the Program. There is no detail on what to expect from the program, what would be subjects/ topics covered, which platforms would be used for training and demonstration. It looked like we were using fancy buzzwords to support very theoretical approach. We have enough such material on Google search.

समस्त आरोपितकरी र्कच.  
 [Signature]  
 [Signature] OK  
 [Signature]



## Chat With Vikas Aidem

On faculty, I think audience would be more interested in knowing area of specialization/ subjects they will teach, rather than the designation.

Lastly, the weblink in the article you retweeted is faulty. It redirects to a wrong landing page.

8/18/20, 7:54 PM - PDGÂ©: Someone DMed me

8/18/20, 8:00 PM - PDGÂ©: Just checked - we gave the wrong url - should have been <https://theadvertisingclub.net/>

8/18/20, 11:17 PM - Vikas Aidem: I am really sorry about this feedback. More importantly on the url.. it missed us. The feedback is good but overtly critical. We have more details on the topics and I can have that populated along with MICA team. The alternate theory is people interested would want to know more on the content and write into us

8/18/20, 11:17 PM - Vikas Aidem: Will call tomo morning and discuss

8/18/20, 11:17 PM - Vikas Aidem: We can fix it if u feel its needed

8/18/20, 11:18 PM - Vikas Aidem: Was not looking at the url. The only change I asked for was to mention webchutney for their creative service to the LDP

program

8/18/20, 11:26 PM - PDGÂ©: Let's do this

8/18/20, 11:26 PM - PDGÂ©: Yes we all missed this

8/18/20, 11:27 PM - PDGÂ©: Can Sonia's team get it changed in the web stories

8/18/20, 11:27 PM - PDGÂ©: We may need to push social media fast with creatives and urls

8/19/20, 7:38 AM - Vikas Aidem: Yes this can be done

8/19/20, 7:38 AM - Vikas Aidem: Yes will call her after I speak with u

8/19/20, 5:56 PM - Vikas Aidem: Sir sonia will sharw the plan in 2 days

8/19/20, 5:56 PM - Vikas Aidem: The idea is tonhave atleast 5 creatives

8/19/20, 5:56 PM - Vikas Aidem: We have 3 already

8/19/20, 5:56 PM - PDGÂ©: Cool

8/19/20, 5:56 PM - Vikas Aidem: 2 more getting done

8/19/20, 5:56 PM - Vikas Aidem: We can add testimonials if we fall short

8/19/20, 5:56 PM - PDGÂ©: ðŸ™•

8/19/20, 5:58 PM - Vikas Aidem: We will sync up earned social media in sync with trade release. I have asked to push for emailers per platform and some visibility

8/19/20, 5:58 PM - Vikas Aidem: She has asked for 2 L budget

8/19/20, 5:58 PM - Vikas Aidem: Hope that's OK

8/19/20, 5:58 PM - Vikas Aidem: We can discuss as soon as the plan is ready

8/19/20, 5:58 PM - PDGÂ©: That's ok

8/19/20, 5:58 PM - Vikas Aidem: Thank u

8/21/20, 4:42 PM - Vikas Aidem: President sir

8/21/20, 5:22 PM - PDGÂ©: Bolo sir

8/21/20, 5:23 PM - Vikas Aidem: Are u ok with the presentation

8/21/20, 5:26 PM - PDGÂ©: Honestly missed seeing it

8/21/20, 5:26 PM - PDGÂ©: Let me do this eve

8/21/20, 5:26 PM - PDGÂ©: Sorry about this

8/21/20, 5:29 PM - Vikas Aidem: thank u

8/24/20, 6:05 PM - Vikas Aidem: <Media omitted>

8/24/20, 6:06 PM - Vikas Aidem: Plan sent by sonia

8/24/20, 6:06 PM - Vikas Aidem: Have a call with her to discuss it

8/24/20, 6:06 PM - Vikas Aidem: I am requesting for a min of 5 emailers

8/24/20, 6:06 PM - Vikas Aidem: So we could bombard all the creatives

8/24/20, 6:06 PM - PDGÂ©: Yes fine

8/24/20, 6:07 PM - PDGÂ©: Do you think the trade sites can give complimentary?

## Chat With Vikas Aidem

8/24/20, 6:07 PM - PDGÂ©: Because we have never paid before  
 8/24/20, 6:07 PM - PDGÂ©: Maybe this could set a precedence  
 8/24/20, 6:07 PM - Vikas Aidem: For mailers?  
 8/24/20, 6:08 PM - PDGÂ©: Yes  
 8/24/20, 6:08 PM - PDGÂ©: Forgot - i am ok with the ppt  
 8/24/20, 6:08 PM - PDGÂ©: Maybe highlight the external Faculty first then their internal?  
 8/24/20, 6:09 PM - PDGÂ©: Some of their one's look slightly green behind the ears  
 8/24/20, 6:09 PM - PDGÂ©: 8Y-8  
 8/24/20, 6:09 PM - Vikas Aidem: ok cool sharing it in the larger mancom group?  
 8/24/20, 6:09 PM - Vikas Aidem: hahahah  
 8/24/20, 6:10 PM - PDGÂ©: Yes fine  
 8/28/20, 1:30 PM - Vikas Aidem: Hi President sir  
 8/28/20, 1:30 PM - Vikas Aidem: Let me know when u r free  
 8/28/20, 1:45 PM - PDGÂ©: Now?  
 8/28/20, 1:54 PM - Vikas Aidem: whenever u r free  
 8/31/20, 12:54 PM - Vikas Aidem: MXM and adgully have agreed to the partnership model  
 8/31/20, 12:54 PM - Vikas Aidem: bipin is talking to e4m and best media  
 8/31/20, 12:54 PM - Vikas Aidem: and afaqs  
 8/31/20, 12:55 PM - PDGÂ©: BMI will too  
 8/31/20, 12:56 PM - Vikas Aidem: great  
 8/31/20, 12:57 PM - Vikas Aidem: requested Sonia to make 4-5 content pieces for social to go along with the ads planned for that week  
 8/31/20, 12:57 PM - PDGÂ©: K  
 9/7/20, 9:45 AM - PDGÂ©: You could okay the trade plan sent by Bipin  
 9/7/20, 9:46 AM - PDGÂ©: Looks ok to me  
 9/7/20, 9:46 AM - Vikas Aidem: Sir I planned with them  
 9/7/20, 9:46 AM - Vikas Aidem: Was for your ok  
 9/7/20, 9:46 AM - PDGÂ©: 8Y-88Y-8  
 10/28/20, 4:04 PM - PDGÂ©: Hi any update on MICA course admissions? Where are we and can we move ahead?  
 10/28/20, 4:05 PM - Vikas Aidem: i have been very distracted  
 10/28/20, 4:05 PM - PDGÂ©: Yes understand  
 10/28/20, 4:05 PM - Vikas Aidem: havent taken any details from bipin  
 10/30/20, 11:07 AM - PDGÂ©: Can you suggest any bungalow/villa in Goa at a good location - 4 bedrooms - 7 adults -!should be AC and with ample parking  
 10/30/20, 11:07 AM - PDGÂ©: Hi  
 10/30/20, 11:11 AM - Vikas Aidem: Hi  
 10/30/20, 11:12 AM - Vikas Aidem: 2 contacts.vcf (file attached)  
 10/30/20, 11:12 AM - Vikas Aidem: I used these guys to find me options in Goa. If u give them sufficient time they will find u great options.  
 10/30/20, 11:13 AM - Vikas Aidem: The other platform is vistarooms  
 10/30/20, 11:13 AM - Vikas Aidem: They are also good  
 10/30/20, 11:13 AM - PDGÂ©: Ok great - planning for December  
 10/30/20, 11:13 AM - PDGÂ©: Will check that  
 10/30/20, 11:13 AM - PDGÂ©: Thanks  
 10/30/20, 11:16 AM - Vikas Aidem: if u want absolute luxury then u can look up Isprava  
 10/30/20, 11:16 AM - Vikas Aidem: <https://www.isprava.com/>  
 12/6/20, 5:54 PM - Vikas Aidem's security code changed. Tap for more info.  
 12/11/20, 6:16 PM - Vikas Aidem's security code changed. Tap for more info.  
 12/17/20, 3:00 PM - Vikas Aidem: Missed voice call

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## Chat With RRP Group

11/10/18, 10:22 AM - Rushabh Rajesh Mehta:  
<https://indianexpress.com/article/technology/tech-news-technology/goodbye-humans-china-has-a-virtual-artificial-intelligence-tv-news-anchor-watch-video-5438717/>

11/10/18, 10:23 AM - Rushabh Rajesh Mehta: TV anchors job might get irrelevant bcoz of AI and Machine learning...interesting article ðŸˆŠ

11/10/18, 11:15 AM - PDGÂ©: ðŸˆŠ

11/12/18, 4:23 PM - Rushabh Rajesh Mehta: Hello Sir...News18 MP/Chhattisgarh has been placed on landing page at an Independent operator Digiana in MP

11/12/18, 4:24 PM - Rushabh Rajesh Mehta: Also Republic TV has got landing at JAK Digital Cable in Chennai

11/12/18, 4:28 PM - PDGÂ©: k

11/21/18, 10:45 PM - Romil Ramgaria Barc: <Media omitted>

11/21/18, 10:45 PM - Romil Ramgaria Barc: new networks switched on for republic majorly in hsm markets towards strengthening our reach for upcoming elections..it is an ongoing task to expand our base in hsm markets..another 200 networks planned in next 3 weeks.

11/21/18, 10:45 PM - Romil Ramgaria Barc: approx reach increase of 4 l expected

11/21/18, 10:45 PM - Romil Ramgaria Barc: Utilising the Hindi teams while they are in the market

11/21/18, 10:46 PM - Romil Ramgaria Barc: Republic â™•.

11/27/18, 12:01 PM - Rushabh Rajesh Mehta: Hello Sir...Republic TV has started taking slots for their upcoming Hindi news channel...for now they hv started airing Republic TV is Hindi news genre in multiple independent networks

11/27/18, 12:02 PM - PDGÂ©: <Media omitted>

11/27/18, 12:07 PM - Rushabh Rajesh Mehta: Sir...with Republic coming in Hindi...2019 general elections will be fun not only in political landscape but also in TV news channel landscape ðŸˆŠ

11/27/18, 12:19 PM - PDGÂ©: We will be funny tooðŸˆŠ

11/28/18, 5:14 PM - Romil Ramgaria Barc: <Media omitted>

11/28/18, 9:34 PM - Rushabh Rajesh Mehta:  
<https://www.financialexpress.com/industry/technology/netflixs-subscription-price-bothering-you-youtube-to-make-exclusive-shows-movies-free-to-users/1396412/>

11/29/18, 9:56 PM - Rushabh Rajesh Mehta: ET:Railway minister Piyush Goyal to track operations from office at Rail Bhavan <http://www.ecoti.in/ukpWGb>  
 Sent from Economic Times Mobile App. (Download Now):  
<http://ecoti.in/etapps>

11/29/18, 9:57 PM - Rushabh Rajesh Mehta: Railways also gearing towards Demonstrability of its services thereby promoting transparency â™•.

11/29/18, 9:57 PM - PDGÂ©: True

11/30/18, 11:08 AM - Rushabh Rajesh Mehta: Sir... I got an update that Tata sky has switched off Sony bouquet yesterday evening

11/30/18, 11:08 AM - PDGÂ©: I heard that a couple of days back

11/30/18, 11:09 AM - Rushabh Rajesh Mehta: Oh ok

11/30/18, 11:17 AM - PDGÂ©: Romil can we check if it's showing on numbers

11/30/18, 11:17 AM - Romil Ramgaria Barc: Have already asked

12/3/18, 6:55 PM - Rushabh Rajesh Mehta: Hello Sir...TRAI has come out with a directive on landing page...shall go thru the report and share the synopsis with you...briefly it mentions barring broadcasters and distributors to not having landing page after 31 March 2018

12/3/18, 8:05 PM - Romil Ramgaria Barc: 2019

12/3/18, 9:02 PM - Rushabh Rajesh Mehta: Oops sorry

समक्ष आलोचनात्मक चर्चा  
 Jitendra  
 AS ok  
 @Q



Chat With RRP Group

12/6/18, 9:44 AM - Rushabh Rajesh Mehta: Sir...Sony channels are back on Tata Sky from yesterday

12/6/18, 10:03 AM - PDG@: Did it ever go? Didn't see any drop in our numbers right?

12/6/18, 10:04 AM - Romil Ramgaria Barc: It must be back fully yesterday - is it Rushabh?

12/6/18, 10:12 AM - Rushabh Rajesh Mehta: Sir...Tata Sky had kept abt 12 channels of Sony networks available only on call...when the issue happened in Sep-Oct period the channels did see a decline...over weeks the subscribers wud hv called on the number provided by Tata sky for reactivating the channel and we saw viewership increasing over time but not to its original operating level...last week again Tata Sky had deactivated the Sony channels and subscribers had to call up and get the channels activated...TataSky had done this on 29 Nov evening so that their subscribers report as on 30 November shows lesser active subs of Sony channels...that benefited Tata Sky bcoz they were paying Sony channels on per subscriber basis after the negotiations failed...from 1st December most of Sony channels were back...from yesterday now the channels are fully available...it means subscribers donâ€™t need to call for activating Sony channels

12/6/18, 10:13 AM - Rushabh Rajesh Mehta: Yes Sir...this is what I got to know...I m trying to figure out the reasons...but I think now with NTO there is not much left for either parties to fight it out

12/6/18, 10:13 AM - Romil Ramgaria Barc: Ok

12/6/18, 10:15 AM - PDG@: So on 30th November did the Sony numbers fall? Specifically on tata sky? Pls check

12/6/18, 10:16 AM - Rushabh Rajesh Mehta: Sure Sir...I shall chk it and get back to you

12/10/18, 9:31 AM - Rushabh Rajesh Mehta: Hello Sir...today TRAI is meeting MSOs in Mumbai...shall share the updates later

12/10/18, 9:52 AM - PDG@: Gupta or debkumar?

12/10/18, 9:53 AM - Rushabh Rajesh Mehta: I need to check this Sir

12/10/18, 9:53 AM - Rushabh Rajesh Mehta: Shall find out and let you know

12/10/18, 10:23 AM - Rushabh Rajesh Mehta: Sir...the following people from TRAI hv come

1. ss galgali
2. arvind kumar
3. sunil k Gupta

12/10/18, 10:23 AM - Romil Ramgaria Barc: Hmm

12/10/18, 10:25 AM - PDG@: K

12/10/18, 10:29 AM - Rushabh Rajesh Mehta: <Media omitted>

12/10/18, 10:30 AM - Rushabh Rajesh Mehta: Sir...there are 3 names on the dais...but only 2 people have come from TRAI

12/10/18, 10:30 AM - PDG@: That's Arvind

12/10/18, 10:30 AM - Romil Ramgaria Barc: So Gupta havenâ€™t come

12/10/18, 10:30 AM - PDG@: The one sitting doesn't seem like Gupta - romil?




12/10/18, 10:30 AM - PDG@: Yes

12/10/18, 10:31 AM - Rushabh Rajesh Mehta: Then the third person might be s s galgali...bcoz his name is also there on Dias

12/10/18, 10:31 AM - Romil Ramgaria Barc: Yes

12/12/18, 4:26 PM - Rushabh Rajesh Mehta: <Media omitted>

12/12/18, 4:27 PM - Rushabh Rajesh Mehta: Hello Sir...the above image is the current status of digitisation in Tamil Nadu...it might be of help to you for your South conference tomorrow

समस्त इलेक्ट्रॉनिक्स कंपनी  
  
  




## Chat With RRP Group

12/12/18, 4:27 PM - Rushabh Rajesh Mehta: I got an update that Arasu has been reducing analog networks by the day

12/12/18, 4:29 PM - PDGÂ©: So progressing

12/12/18, 4:30 PM - Rushabh Rajesh Mehta: Yes Sir

12/12/18, 4:31 PM - Rushabh Rajesh Mehta: Last update as on Sept...about 40% was analog in Tamil Nadu...not it is 31%

12/12/18, 4:31 PM - Rushabh Rajesh Mehta: Now\*

12/12/18, 4:32 PM - PDGÂ©: Yes

12/14/18, 5:05 PM - Rushabh Rajesh Mehta: Hello Sir... I just got an update that Marathi Base pack that Zee had originality declared was Rs.70, then they reduced it to Rs.60 and now they are likely to bring it down to Rs.50

12/14/18, 5:06 PM - Romil Ramgaria Barc: Yup - all of them are re-evaluating their ala carte and bouquet rates

12/14/18, 5:06 PM - Romil Ramgaria Barc: Some informal understanding with TRAI to reduce discounts

12/14/18, 5:08 PM - Rushabh Rajesh Mehta: Hahaha...Sir this will continue for a while now...also Discovery is offering its whole bouquet for Re. 1 per sub per month ॐ~\$

12/14/18, 5:09 PM - Rushabh Rajesh Mehta: Discovery is asking broadcasters to put all its channels in base pack only then they will give for Re.1

12/16/18, 8:36 PM - PDGÂ©: <https://timesofindia.indiatimes.com/city/pune/cable-operators-to-file-pil-against-trai-mandate/articleshow/67110222.cms>

12/16/18, 9:25 PM - Rushabh Rajesh Mehta: Sir...after Supreme Court ruling in favour of TRAI Tariff order...going to Bombay High Court appears strange...

12/16/18, 9:26 PM - PDGÂ©: True

12/16/18, 9:26 PM - Rushabh Rajesh Mehta: Also Sir many cable operators are saying with election result not favouring the government... TRAI may not go aggressive at all

12/18/18, 10:14 PM - PDGÂ©: <Media omitted>

12/18/18, 10:22 PM - Romil Ramgaria Barc: They are going all out - am sure Sharma would have taken blessings from PMO

12/18/18, 10:23 PM - Romil Ramgaria Barc: So may not get halted by govt unless there is unrest

12/18/18, 10:57 PM - Rushabh Rajesh Mehta: Sir...in point no.6 TRAI press release mentions BARC... may be some stakeholders might feel that...was BARC also in favour of TRAI Tariff Order ...bcz so far we hv maintained neutral view on Tariff Order

12/18/18, 11:22 PM - PDGÂ©: Facts shared with the.based on numbers

12/18/18, 11:22 PM - PDGÂ©: It's facts not opinion

12/18/18, 11:23 PM - Rushabh Rajesh Mehta: Hmm...right Sir

12/19/18, 12:46 PM - PDGÂ©: has MSOs and DTH operators declared their bouquet pricing?

12/19/18, 12:46 PM - PDGÂ©: when is that deadline



12/19/18, 1:00 PM - Rushabh Rajesh Mehta: Sir...MSOs and DTH operators need to declare network capacity fee and bouquets prices by 31 December 2018

12/19/18, 1:01 PM - Rushabh Rajesh Mehta: As of now they hv not declared fully...most operators are giving the MRP rates of channels on EPG only...bouquets are not yet fully released

12/19/18, 1:12 PM - PDGÂ©: so how will the consumer know what he has to pay and choose?

12/19/18, 1:12 PM - PDGÂ©: how can 29th december be the date for change then?

12/19/18, 1:18 PM - Rushabh Rajesh Mehta: Sir...the TRAI was counting 180 days for the implementation of NTO from 3 July 2018...which comes to 30 December 2018 which is a Sunday...hence 29th December was considered the deadline...

संवाद डायरेक्टरी चॅट-  





Chat With RRP Group

TRAI did give 180 days time to DPOs for declaring network capacity fee and bouquets...incidentally TRAI also gave the same deadline of 180 days for subscriber migration as well

12/19/18, 1:19 PM - Rushabh Rajesh Mehta: <Media omitted>

12/19/18, 1:19 PM - PDG&O: K

12/19/18, 1:22 PM - Rushabh Rajesh Mehta: Incidentally Sir...none of the timelines have been met so far barring declarations of MRP by broadcasters...which was initiated by Zee follows by other broadcasters except Star

12/19/18, 6:01 PM - Rushabh Rajesh Mehta: The Tata Sky Vs. TRAI matter has just ended with the Hon'ble HC fixing a date of Jan 10, 2019 as the next date for the case.

The date was fixed on a recommendation by Mr. Dwivedi, Counsel, TRAI on the basis that the date of hearing for TRAI's SLP in SC is expected to be listed before Jan 10, 2019.

12/19/18, 6:01 PM - PDG&O: ok

12/21/18, 11:13 AM - Rushabh Rajesh Mehta: <https://ultra.news/t-t/43034/tra- writes-to-broadcasters-on-dual-pricing-of-dd-free-dish-channels>

12/21/18, 1:39 PM - PDG&O: Kerala there is a stay on NTO?

12/21/18, 1:41 PM - Rushabh Rajesh Mehta: I don't think so Sir...in Cochin went TRAI meeting happened...the secretary categorically mentioned that deadline won't be extended

12/21/18, 1:41 PM - Rushabh Rajesh Mehta: I shall spk and seek this info once again Sir

12/21/18, 2:20 PM - Rushabh Rajesh Mehta: <Media omitted>

12/21/18, 2:21 PM - Rushabh Rajesh Mehta: Sir...Kerala High Court has asked to maintain status quo between MSO and LCO revenue share for next 2 months

12/21/18, 2:22 PM - Rushabh Rajesh Mehta: Sir...but MRP declaration of channels and implementation of NTO will happen

12/21/18, 2:25 PM - PDG&O: Ok

12/21/18, 2:26 PM - Rushabh Rajesh Mehta: Also Sir...this was an old case between Siticable and its LCOs

12/25/18, 11:00 PM - PDG&O: <https://youtu.be/NZ4qQxvU5fo>

12/26/18, 1:23 AM - Rushabh Rajesh Mehta: Sir...this is very interesting...I believe this is for the first time senior personnel from TRAI coming and explaining to viewers...not too sure if TRAI ever reached out to consumers during digitisation

12/26/18, 7:44 AM - PDG&O: Yes true

12/26/18, 7:45 AM - PDG&O: Pls keep an eye on announcements by DPOs and what LCOs are saying

12/26/18, 8:52 AM - Rushabh Rajesh Mehta: Sue Sir

12/26/18, 1:39 PM - Rushabh Rajesh Mehta: Hello Sir...I got to know that IBF has approached TRAI for an extension of abt 3-4 weeks on NTO and ensuring no blackouts of television channels across the country

12/26/18, 1:40 PM - PDG&O: K

12/26/18, 3:21 PM - Rushabh Rajesh Mehta: ET:Government may open data platforms to public scrutiny in January <http://www.ecoti.in/OEFgsY63>

Sent from Economic Times Mobile App. (Download Now):

<http://ecoti.in/etapps>

12/26/18, 3:21 PM - Rushabh Rajesh Mehta: Apart from launching the app, the government plans to create a video wall, which will be housed on the ground floor of the housing and urban affairs ministry's office in Nirman Bhawan

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## Chat With RRP Group

12/26/18, 3:22 PM - Rushabh Rajesh Mehta: Video Wall by the government will be an interesting way of Demonstrability

12/26/18, 3:25 PM - PDG&O: Yeah let's see what happens though

12/26/18, 5:45 PM - Rushabh Rajesh Mehta: <Media omitted>

12/26/18, 5:45 PM - Rushabh Rajesh Mehta: Sir...most LCOs are threatening blackout

12/26/18, 5:47 PM - Rushabh Rajesh Mehta: Also many operators are proposing complete blackouts on 26 and 27 December across India opposing the Tariff Order

12/26/18, 5:48 PM - Rushabh Rajesh Mehta: However, Maharashtra operators are planning blackout on 27 and 28 December

12/26/18, 6:55 PM - PDG&O: Check out @TRAI's Tweet:  
<https://twitter.com/TRAI/status/1077891198658826240?s=08>

12/26/18, 6:55 PM - PDG&O: Pls see if you can see the press release

12/26/18, 6:55 PM - PDG&O: I couldnt open

12/26/18, 7:16 PM - Romil Ramgaria Barc: <Media omitted>

12/26/18, 7:17 PM - Romil Ramgaria Barc: It's basically saying don't blackout channels - we are coming up with a migration plan

12/26/18, 7:26 PM - PDG&O: Ok

12/26/18, 7:46 PM - Rushabh Rajesh Mehta: Yes Sir...they did mention abt migration plan

12/26/18, 7:46 PM - Rushabh Rajesh Mehta: Also TRAI is likely to reach out to operators stating not to blackout channels

12/26/18, 7:50 PM - Rushabh Rajesh Mehta: Also Sir...TRAI has called a meeting at 3 pm tomorrow with operators in Delhi

12/26/18, 7:51 PM - Rushabh Rajesh Mehta: It appears the NTO has got diluted and TRAI has gone a bit soft

12/26/18, 8:05 PM - PDG&O: K

12/27/18, 11:32 AM - Rushabh Rajesh Mehta: Hello Sir...I got an update that Maharashtra cable operators hv called off the strike...there might be no blackout of TV channels in Maharashtra...more details awaited

12/27/18, 12:01 PM - Rushabh Rajesh Mehta: Sir...I got one more update...TRAI backed off on NTO and proposed a migration plan after the pressure from government...Apart from LCOs doing dharna in Delhi...Fastway also reached out to government via Akali Dal...Migration plan is going to be discussed in today's TRAI meeting at 3pm

12/27/18, 12:01 PM - Romil Ramgaria Barc: Hmm ok

12/27/18, 12:02 PM - PDG&O: Hmmm

12/27/18, 12:34 PM - PDG&O: <Media omitted>

12/27/18, 12:35 PM - PDG&O: <https://mumbaimirror.indiatimes.com/mumbai/other/no-cable-tv-service-for-three-hours-today/articleshow/67264654.cms>

12/27/18, 12:35 PM - PDG&O: Pls tell me what are they saying

12/27/18, 1:11 PM - Rushabh Rajesh Mehta: Sure Sir...I shall get back to you on Marathi article

12/27/18, 1:52 PM - Rushabh Rajesh Mehta: Sir...this is an appeal by LCO to subscribers...

The advertisements on pay television channels abt new rules are misleading to subscribers. Earlier abt 400-500 channels were delivered to subscribers for Rs.250-350. As per new government rules, now subscribers will hv to buy separate bouquets from every broadcaster. Price of the famous and important pay channels hv increased from Rs.10 to Rs. 19.

For 100 channels, subscribers will hv to pay compulsory Rs.130. Also additional damage bcoz of GST. Now onwards for Rs.250-350, subscribers will get only abt 25 channels whereas earlier you were getting 400 channels for the same price.

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## Chat With RRP Group

As per new rules, out of amount paid by subscribers, 80% will go to pay channel broadcasters and we (LCO) will get only 10%. This will only help broadcasters and we both i.e., LCO and subscribers will loose. As a result, if the price increases of your television subscription, LCO will not be responsible. We are fighting against the new rules, for this we wud like to seek your cooperation...Thank You

12/27/18, 1:53 PM - Rushabh Rajesh Mehta: Translation of Marathi press release a`.

12/27/18, 2:49 PM - PDG&: Ok

12/27/18, 3:34 PM - Romil Ramgaria Barc: Is there a 3hr blackout by cable operators today?

12/27/18, 3:38 PM - Rushabh Rajesh Mehta: No Sir...officially the cable operators have decided to postpone the blackout...but there wud b elements who might want to do disruption

12/27/18, 3:39 PM - Romil Ramgaria Barc: Hmm

12/27/18, 4:30 PM - Rushabh Rajesh Mehta: Sir...TRAI meeting on migration started abt 30-40 minutes back...likely extension of abt 3 months expected... migration plan will be declared tonight... also there are talks of migration plan will be based on genres...Music channels will be the first to be switched off after the extension date...followed by sports then kids then GEC channels & other channels

12/27/18, 4:31 PM - Romil Ramgaria Barc: Hmm - interesting

12/27/18, 4:35 PM - Rushabh Rajesh Mehta: The modalities are still being worked out...by 7:30 the plan details might be out

12/27/18, 5:19 PM - Rushabh Rajesh Mehta: 30 days extension. 1st February onwards new tariff order

12/27/18, 5:20 PM - Rushabh Rajesh Mehta: Extension of 30 days .., now wef 1 February 2019

12/27/18, 5:20 PM - Rushabh Rajesh Mehta: It is implementing TO period ... the process needs to be followed

12/27/18, 5:20 PM - Rushabh Rajesh Mehta: It is not an extension

12/27/18, 5:20 PM - Rushabh Rajesh Mehta: Yes...its a period being given for collecting consumers' choice...and tht choice needs to be implemented on 1st Feb'19

12/27/18, 5:20 PM - Rushabh Rajesh Mehta: Ideally no change in MRPs beyond 2nd Jan to enable bouquet formations by DPOs

12/27/18, 5:22 PM - Rushabh Rajesh Mehta: Sir...the above messages are based on the outcome from TRAI meeting

12/27/18, 5:30 PM - Rushabh Rajesh Mehta: Sir...the update I got is that TRAI secretary Mr. Sunil Gupta gave a spirited argument in favour of NTO in the meeting...and hence the extension of only 1 month and not 3 months

12/27/18, 5:41 PM - Rushabh Rajesh Mehta: TRAI is going to give time till 31st Jan 2019 for New Tarriff Order; but no official postponement.. \*33 days of Extra Migration time\*

12/27/18, 6:54 PM - Romil Ramgaria Barc: 8Y`.

12/27/18, 6:55 PM - PDG&: Ok

12/27/18, 6:55 PM - PDG&: Who all were in the meeting?

12/27/18, 6:55 PM - PDG&: I know punit was

12/27/18, 7:09 PM - Rushabh Rajesh Mehta: Sir...I will try to find out this

12/27/18, 8:47 PM - Rushabh Rajesh Mehta: Sir...I m getting updates of few LCOs blocking TV right now

12/27/18, 8:52 PM - Rushabh Rajesh Mehta: They are claiming that the service will b back at 10 pm

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## Chat With RRP Group

12/27/18, 8:54 PM - Rushabh Rajesh Mehta: Direct feeds of most MSOs are active... the LCOs are doing blackout  
 12/27/18, 9:03 PM - Romil Ramgaria Barc: Hmm interesting times  
 12/27/18, 9:12 PM - Rushabh Rajesh Mehta: Sir...LCOs who are associated with Anil Parab (Shiv Sena) hv completely blackout...MNS have also joined  
 12/27/18, 9:21 PM - PDG&: Which areas  
 12/27/18, 9:21 PM - Rushabh Rajesh Mehta: Sir mainly in Maharashtra  
 12/27/18, 9:22 PM - Rushabh Rajesh Mehta: Haven't reports of major blackouts outside Maharashtra as of now  
 12/27/18, 9:22 PM - PDG&: Which areas in Maharashtra  
 12/27/18, 9:22 PM - Rushabh Rajesh Mehta: Hathway Kamla mills is working but JV partners and LCO hv switched off  
 12/27/18, 9:23 PM - PDG&: K  
 12/27/18, 9:23 PM - PDG&: Chembur?  
 12/27/18, 9:23 PM - Rushabh Rajesh Mehta: Hathway Chembur is off  
 12/27/18, 9:23 PM - Rushabh Rajesh Mehta: GTPL in mumbai  
 12/27/18, 9:23 PM - Rushabh Rajesh Mehta: Is off  
 12/27/18, 9:23 PM - Rushabh Rajesh Mehta: IN Cable Dadar is off  
 12/27/18, 9:24 PM - Rushabh Rajesh Mehta: Hathway Churchgate is active  
 12/27/18, 9:24 PM - Rushabh Rajesh Mehta: In Cable, Siticable navi mumbai networks switched off  
 12/27/18, 9:24 PM - Rushabh Rajesh Mehta: Hathway Aurangabad is off but UCN is active  
 12/27/18, 9:25 PM - Rushabh Rajesh Mehta: GTPL Chembur is also switched off  
 12/27/18, 9:26 PM - Rushabh Rajesh Mehta: Den Belapur is active but Den Nashik is off...IN Cable Nashik is also off  
 12/27/18, 9:27 PM - Rushabh Rajesh Mehta: You Scod is off across mumbai  
 12/27/18, 9:29 PM - Rushabh Rajesh Mehta: Mulund and Thane also off  
 12/27/18, 9:29 PM - Rushabh Rajesh Mehta: Home Cable headend  
 12/27/18, 9:45 PM - Rushabh Rajesh Mehta: \*TRAI met the stakeholders today and key takeaways from the meeting as as follows\*

1. \*Broadcasters may revise their rates till 03.01.2019 and make them effective immediately. However, if broadcasters revise their rates after the said date, then mandatory 30 days' prior notice to be given.\*
2. \*DPOs to formulate their offerings for consumers and aggressively start taking options from consumers. The options chosen by consumers to be effective 01.02.2019\*.
3. \*The exercise of taking options from consumers should be completed by 20.01.2019. Final stock-taking to be done by TRAI on 21.01.2018 to understand the percentage of subscribers who have given options. [Note: it appears that TRAI may give further time for migration in case there is no substantial progress.\*]
4. \*TRAI to do weekly meetings with DPOs to monitor uptake of options by consumers. If required, other stakeholders too will be made part of these meetings.\*
5. \*TRAI expected to issue press release tomorrow clarifying that while the new regime comes into effect on 29.12.2018 however, in terms of migration plan, consumers will be migrated in a phased manner.\*

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Chat With RRP Group

6. \*Broadcasters to remove effective date of MRPs from their advertising campaigns and instead call upon consumers to make choices immediately.\*
  7. \*Broadcasters to add disclaimer in their advertising campaigns that MRP excludes GST/taxes and network capacity fee may apply\*.
  8. \*The billing between broadcasters and DPOs for the month of January 2019 to be on the basis earlier agreement\*.
- 12/27/18, 11:13 PM - PDGAC: Good inputs Rushabh
- 12/27/18, 11:13 PM - PDGAC: Any other ones from outside Maha?
- 12/27/18, 11:36 PM - Rushabh Rajesh Mehta: Sir...none so far...South India, East India completely fine...Gujarat was also fully fine...North update is awaited...but it appears it was also fine
- 12/27/18, 11:36 PM - Romil Ramgaria Barc: Hmm
- 12/28/18, 8:37 AM - PDGAC: <Media omitted>
- 12/28/18, 9:09 AM - Rushabh Rajesh Mehta: Ok Sir
- 12/28/18, 11:58 AM - Rushabh Rajesh Mehta: Sir...today afternoon LCOs are planning a procession at Jambori maidan in Worli against NTO...also today they might disrupt television services
- 12/28/18, 12:13 PM - Rushabh Rajesh Mehta: Justice S.Vaidyanathan of the Madras High Court, heard the writ petition filed by Sir, MR.Srinivasan (General Secretary, Chennai Metro Cable TV (CAS) Operators Association), seeking to quash the Order/Notification of the TRAI dated 18.12.2018, fixing deadline for the proposal to come into force for implementation of new regulatory framework for broadcasting and cable services sector with effect from 29.12.2018 (choice of TV channels is subscribers require). The TRAI counsel submitted that the new scheme/packs/plan will continue till 31.01.2019 instead of 29.12.2018. The judge recorded the same, ordered notice to the Centre and TRAI for filing counter and adjourned the petition to 03.01.2019.
- 12/28/18, 5:12 PM - Romil Ramgaria Barc: Cable guys demonstration at the star office ..
- 12/28/18, 5:24 PM - PDGAC: Saw?
- 12/28/18, 5:24 PM - Romil Ramgaria Barc: Not got to know
- 12/28/18, 5:29 PM - PDGAC: <Media omitted>
- 12/28/18, 5:29 PM - PDGAC: <Media omitted>
- 12/28/18, 6:05 PM - Romil Ramgaria Barc: Even it was same outside Zee Kolkata yesterday
- 12/28/18, 6:24 PM - PDGAC: Oh
- 12/28/18, 7:43 PM - Rushabh Rajesh Mehta: <Media omitted>
- 12/28/18, 7:43 PM - Rushabh Rajesh Mehta: Cable operator association of Gujarat
- 12/28/18, 7:43 PM - Rushabh Rajesh Mehta: Sir...head of cable operator association in Gujarat Mr. Pramod Pandya...appealing to LCO to switch off from today midnight
- 12/28/18, 7:44 PM - Rushabh Rajesh Mehta: Will see if it actually happens or no
- 12/28/18, 8:03 PM - PDGAC: Was this yesterday or today
- 12/28/18, 8:50 PM - Rushabh Rajesh Mehta: Sir ...the Gujarat video is of today
- 12/28/18, 9:11 PM - Rushabh Rajesh Mehta: <Media omitted>
- 12/28/18, 9:11 PM - Rushabh Rajesh Mehta: All mso signal off in surat
- 12/28/18, 9:14 PM - Rushabh Rajesh Mehta: Also Sir...getting updates from Vidarbha region of Maharashtra...many LCOs had called off the blackout yesterday based on TRAI postponing NTO... however many LCOs are being pressurised today to switch off signals today by Mumbai based LCO association
- 12/28/18, 9:15 PM - PDGAC: K
- 12/28/18, 9:37 PM - PDGAC: <Media omitted>

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Chat With RRP Group

12/28/18, 9:37 PM - PDGAS: Den Imcl Gtpl and Dewshree also stop signal of all channels at Surat sity  
12/28/18, 9:37 PM - PDGAS: Black out by DL Gtpl lco in Surat.  
12/28/18, 9:37 PM - PDGAS: Pls keep a recording of all this in a document not just in phone  
12/28/18, 9:38 PM - Rushabh Rajesh Mehta: Sure Sir  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: Few LCO of GTPL Surat BlackOut all Cable Channels on their Ground.  
Varacha area of Surat Blackout Snap...  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: IMCL LCO of Surat also Joining on Blackout  
12/29/18, 9:37 AM - PDGAS: BSiti cable LCO Baroda / Valsad joined black out  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: DEN LCO also switchoff the Feed  
12/29/18, 9:37 AM - PDGAS: <Media omitted>  
12/29/18, 9:37 AM - PDGAS: Ahmedabad big black out by GTPL Vision LCO  
Affected areas

Satellite  
Ramdevnagar  
Satyam bungalows lane  
Jamalpur  
Shah Alam  
Maninagar  
Astodia  
Khadia  
Dhal ni pol  
Juhapura  
Dandi Limda  
Narol

12/29/18, 9:45 AM - Rushabh Rajesh Mehta: Yes Sir...also most operators hv  
blackout in big cities now  
12/29/18, 9:47 AM - PDGAS: In Gujarat?  
12/29/18, 9:47 AM - Rushabh Rajesh Mehta: Yes Sir...many more areas from today  
morning  
12/29/18, 9:47 AM - Rushabh Rajesh Mehta: Rajkot also completely blackout  
12/29/18, 9:49 AM - Rushabh Rajesh Mehta: Sir...Pramod Pandya the head of Cable  
Operator association is personally calling up LCOs and telling them to blackout  
else he will not stand by those LCOs who do not cooperate with him in future  
12/29/18, 9:50 AM - Rushabh Rajesh Mehta: Most LCOs associated with Congress had  
stopped signal in the night...the others are following in the morning  
12/29/18, 9:50 AM - PDGAS: Hmmm  
12/29/18, 9:54 AM - Rushabh Rajesh Mehta: Most networks are off in Saurashtra  
region of Gujarat  
12/29/18, 9:54 AM - PDGAS: Pls record all of these with date and pictures in a  
ppt  
12/29/18, 9:54 AM - PDGAS: And keep adding as we get info  
12/29/18, 9:55 AM - Rushabh Rajesh Mehta: Sure Sir

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12/29/18, 10:18 AM - PDGÂ©: <https://www.thenewsminute.com/article/cable-operators-disrupt-services-ap-and-telangana-dec-29-against-new-tariff-94121>

12/29/18, 10:20 AM - Rushabh Rajesh Mehta: Sir...this will create ruckus on the ground...and also a tough situation for the government

12/29/18, 10:21 AM - PDGÂ©: Yes

12/29/18, 10:21 AM - PDGÂ©: In my view this will ultimately not happen

12/29/18, 10:21 AM - Rushabh Rajesh Mehta: Right Sir...government can't afford this during elections

12/29/18, 10:23 AM - Rushabh Rajesh Mehta: Den rajkot is on

12/29/18, 10:23 AM - Rushabh Rajesh Mehta: <Media omitted>

12/29/18, 11:18 AM - Romil Ramgaria Barc: Bhimavaram, Tanuku, Kovuru, Machilipatnam...all pay channels blackout today till 8. AP update

12/29/18, 11:30 AM - Rushabh Rajesh Mehta: <Media omitted>

12/29/18, 11:31 AM - Rushabh Rajesh Mehta: TAP (Telanagana Andhra Pradesh) MSO association which is approximately 50 lac connectivity and few independent MSO's have blocked out all pay channels from 10AM to 5PM in order to agitate regarding implementation of Tariff order

12/29/18, 11:39 AM - Rushabh Rajesh Mehta: LCO's of Hathway Datacom and Siti Vision of Hyderabad have blocked out all channels from 10 am to 5 pm in order to agitate against the implementation of Tariff order

12/29/18, 12:46 PM - PDGÂ©: Ahmedabad business areas like Vasna/ Paldi/ Parimal/shreyash/ nehrunagar LCO joined Cable black out movement.

12/29/18, 12:49 PM - PDGÂ©: Ahmedabad areas Bapunagar, rakhiyal, lambha, odhav areas LCO

And DAS 3 towns of Gujarat

Kalol

Gandhinagar

Visnagar

Palanpur

Unjha

LCO joined the Cable black out movement

12/29/18, 1:05 PM - PDGÂ©: An update on situation: Black out happening at the LCO level only. Gujarat Maharashtra and AP Telangana have supported the black out. But in most areas like Ap and Telangana only pay channels are being blocked FTA is on.. so for republic it is good as we are the only FTA eng news channel.

12/29/18, 1:05 PM - PDGÂ©: 5Y-5

12/29/18, 1:12 PM - Rushabh Rajesh Mehta: Interesting situation 5Y-5

12/29/18, 1:19 PM - Rushabh Rajesh Mehta: <https://youtu.be/9dV-AGa43b8>

12/29/18, 1:19 PM - Rushabh Rajesh Mehta: Maharashtra LCO head Anil Parab on AB? Majha

12/29/18, 2:43 PM - PDGÂ©: <Media omitted>

12/29/18, 2:43 PM - PDGÂ©: <Media omitted>

12/29/18, 2:43 PM - PDGÂ©: <Media omitted>

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12/29/18, 2:43 PM - PDGÂ©: <Media omitted>

12/29/18, 2:43 PM - PDGÂ©: <Media omitted>

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12/29/18, 2:48 PM - PDG&: <Media omitted>

12/29/18, 5:07 PM - Rushabh Rajesh Mehta: Sir...I am hearing one more rumour... don't know how true it is but there might b some truth as well...

The protest in Star office was orchestrated...there is a hint where Star after loosing case against TRAI in Supreme Court... somehow wanted to derail the Tariff order... LCOs were galvanised to protest by Star only in Mumbai ... protest of LCOs in Star office was en eye wash so that no one can blame Star... why did LCOs only protest against Star and no other broadcaster...also LCOs knew abt the Tariff order but remained quite for all this while...most MSOs are in favour of NTO, so LCOs going against MSO is also surprising...shall try to dig out more info on this

12/29/18, 5:14 PM - Rushabh Rajesh Mehta: Star is telling LCOs that we fought NTO only for the benefit of smaller LCOs... Star was always against it... now if you want to save yourself... then u hv to raise the voice

12/29/18, 5:44 PM - PDG&: Hmmm

12/29/18, 10:59 PM - Rushabh Rajesh Mehta: <Media omitted>

12/29/18, 10:59 PM - Rushabh Rajesh Mehta: Gtpl on half an hour ago.

12/29/18, 10:59 PM - Rushabh Rajesh Mehta: GTPL feed getting activated across networks in a phased manner

12/29/18, 11:00 PM - PDG&@: LCOs you mean

12/29/18, 11:00 PM - Rushabh Rajesh Mehta: Yes Sir

12/30/18, 11:57 AM - Rushabh Rajesh Mehta: Sir...television services are back in AP Telangana as well from yesterday night onwards

12/31/18, 4:20 PM - PDGA@: Rushabh pls keep track of all DTH and MSO rate cards

12/31/18, 4:20 PM - PDG@: Videocon d2h was out - isnt it?

12/31/18, 4:23 PM - Rushabh Rajesh Mehta: Sure Sir

12/31/18, 4:24 PM - Rushabh Rajesh Mehta: Sir... Videocon had given out the base pack as per new Tariff order and were displaying MRP of channels on EPG

12/31/18, 4:24 PM - PDGAC: want to see channels on base pack

12/31/18, 4:24 PM - Rushabh Rajesh Mehta: Ok Sir...I shall forward that

12/31/18, 4:25 PM - PDG@: which FTA news channels get on base pack will be the new game now

12/31/18, 4:25 PM - Romil Ramgaria Barc: Abp and india news are there

12/31/18, 4:25 PM - Romil Ramgaria Barc: I think -

12/31/18, 4:25 PM - Rushabh Rajesh Mehta: Yes Sir

12/31/18, 4:25 PM - Rushabh Rajesh Mehta: India TV is also there

12/31/18, 4:25 PM - Rushabh Rajesh Mehta: Amongst English Republic is there

12/31/18, 4:26 PM - Romil Ramgaria Barc: And news x also na?

12/31/18, 4:27 PM - Rushabh Rajesh Mehta: Yes Sir

12/31/18, 4:27 PM - PDG@: lets track which news channels included for each MSQ/DTH - will be important to understand availability to what percent of

12/31/18, 4:27 PM - Rushabh Rajesh Mehta: Sir...my bad...News X is not there in base pack

12/31/18, 4:27 PM - Rushabh Rajesh Mehta: Only Republic TV

12/31/18, 4:28 PM - Rushabh Rajesh Mehta: Sure Sir

12/31/18, 6:04 PM - Romil Rangaria Barc: <Media omitted>

12/31/18, 6:06 PM - PDGÃO: suggest check some other genres too like News

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12/31/18, 6:06 PM - PDG@: also lets all check for any counter intuitive numbers, if any  
 12/31/18, 6:07 PM - Romil Ramgaria Barc: Ok  
 12/31/18, 6:11 PM - PDG@: tom is officially a holiday right?  
 12/31/18, 6:11 PM - Romil Ramgaria Barc: Yes  
 1/3/19, 12:22 PM - Rushabh Rajesh Mehta: Hello Sir...Supreme Court dismisses TRAI's appeal of 15% bouquet discount cap  
 1/3/19, 12:22 PM - Rushabh Rajesh Mehta: It says TRAI delayed this matter hence the case is dismissed  
 1/3/19, 12:28 PM - Romil Ramgaria Barc: Yeah read / so as it is it will be ineffective largely  
 1/3/19, 12:29 PM - Rushabh Rajesh Mehta: Yes Sir  
 1/3/19, 12:35 PM - PDG@: TRAI is letting it go i guess  
 1/3/19, 12:36 PM - Rushabh Rajesh Mehta: Yes Sir...also being an election year wud b a deterrent  
 1/3/19, 12:44 PM - Rushabh Rajesh Mehta: Sir...Den has created very interesting packages...in its Rs.199 pack they have included only Colors and Rishtey as pay gec channels and in Rs.250 pack they have Zee tv, Star Plus & Sony but not Colors & Yash...I m working on details, shall share the update  
 1/3/19, 12:45 PM - Romil Ramgaria Barc: Hmm - reliance acquisition starting to play & Yash  
 1/3/19, 12:45 PM - PDG@: we need a large spreadsheet ( or some other way ) to map which channel is available in what packs and hence how many million homes (estimates)  
 1/3/19, 12:45 PM - Rushabh Rajesh Mehta: Yes Sir  
 1/3/19, 12:45 PM - PDG@: ãæ...  
 1/8/19, 9:52 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/8/19, 12:17 PM - Romil Ramgaria Barc: Incable in some areas in thane vasant vihar have stopped since last week.  
 New mumbai belapur den has shut down hd channels for last 1 month  
 1/8/19, 1:44 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/8/19, 1:44 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/8/19, 1:44 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/8/19, 1:44 PM - Rushabh Rajesh Mehta: Incable - Thane Ghorbander Road  
 1/8/19, 1:45 PM - Rushabh Rajesh Mehta: Sir...I got an update that IN Cable Thane is active  
 1/8/19, 1:48 PM - Romil Ramgaria Barc: Hmm ok  
 1/8/19, 1:49 PM - Rushabh Rajesh Mehta: Sir....one more update...

Incable signal at MSO level is on...however one LCO has been switched off in Vasant Vihar. This is due to non payment to MSO. Will keep you updated on that.

On Den Belapur, the HD channels were switched off for a couple of days as they were shifting their heads from Belapur to Ghatkopar. Now they are up and running

1/8/19, 1:54 PM - Romil Ramgaria Barc: Hmm ok  
 1/8/19, 5:09 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/8/19, 5:09 PM - Rushabh Rajesh Mehta: Den  
 1/8/19, 10:26 PM - Romil Ramgaria Barc: Not a single Channel showing today. Looks like my cable guy has done some gadbad.  
 Switch to Netflix.  
 1/8/19, 10:26 PM - Romil Ramgaria Barc: It is In digital  
 1/8/19, 10:26 PM - Romil Ramgaria Barc: Thane area  
 1/8/19, 11:14 PM - Rushabh Rajesh Mehta: Sir...is it the same Vasant Vihar area?  
 1/8/19, 11:16 PM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

1/8/19, 11:16 PM - Rushabh Rajesh Mehta: TRAI Press release today on implementation of tariff order from 1 Feb'19  
 1/10/19, 1:47 PM - Rushabh Rajesh Mehta: Sir...Tata sky vs TRAI matter adjourned for 15 Jan  
 1/10/19, 6:12 PM - Rushabh Rajesh Mehta: Sir...rumour floating that Punya Prasun Bajpayee has joined Surya Samachar as its editor-in-chief  
 1/10/19, 6:13 PM - Rushabh Rajesh Mehta: The channel is owned by promoters of Priya gold biscuits  
 1/10/19, 6:23 PM - PDG@: 8Y~\$  
 1/10/19, 8:06 PM - Rushabh Rajesh Mehta: Sir...Today South India Associations meeting held in Chennai...Requesting for GST reductions, increasing the MSOs share and base price as 170 plus tax...

the irony of Tamil Nadu market is the cable price for many years was Rs.70 per month and now they are demanding only base price as Rs.170 8Y~\$

1/11/19, 5:04 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/11/19, 5:05 PM - Rushabh Rajesh Mehta: Sir...in this video a politician from Rajasthan is claiming that he has discussed with TRAI secretary that NTO will be delayed for 6 months  
 1/12/19, 8:37 AM - Romil Ramgaria Barc: Ashish and Ashwin Cable (In Cable) off air in Koparkhairane, Navi Mumbai since 9:50 last night. Message on screen reads 'Channel not subscribed'.  
 1/12/19, 9:51 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/12/19, 9:57 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/12/19, 9:59 AM - Rushabh Rajesh Mehta: Mr. Anil Parab met Rajyavardhan Rathore...where he is claiming that Mr. Rathore informed him that NTO will not be implemented in a hurry without considering LCO interests...other members of Shiv Sena and BJP MP like Kirit Somaiya, Gopal Shetty were also there in the meeting  
 1/12/19, 10:09 PM - Rushabh Rajesh Mehta: <https://ultra.news/s-e/43777/channel-prices-trais-botched-rollout-of-tv-tariff-scheme-threatens-modis-poll-prospects>  
 1/14/19, 11:37 AM - Rushabh Rajesh Mehta: TRAI's New Regulation empowers TV consumer. Pay for what you view. Contact your TV Service Provider and exercise your option. <https://channeltariff.trai.gov.in>  
 1/14/19, 11:37 AM - Rushabh Rajesh Mehta: TRAI sending these messages direct to consumers  
 1/14/19, 11:38 AM - Romil Ramgaria Barc: What's the point of giving bouquets of broadcasters. They should publish the ones from DPO's na  
 1/14/19, 11:39 AM - Rushabh Rajesh Mehta: Exactly sir...TRAI is also giving conflicting signals  
 1/15/19, 8:27 AM - PDG@: NewsLaundry  
<https://www.newsLaundry.com/shorts/analysis-shows-that-bjp-does-better-with-voters-with-higher-media-exposure>  
 1/15/19, 8:33 AM - Rushabh Rajesh Mehta: 8Y~\$  
 1/15/19, 8:34 AM - Rushabh Rajesh Mehta: Sir...this year it wud b interesting bcoz even Congress has upped its game in media  
 1/15/19, 5:54 PM - Rushabh Rajesh Mehta: Matter adjourned to 23.01.2019. To come up 2:15 pm. Today kapil Sibal took all the time to argu. His arguments included non implementation of clause 3(3) of the tariff order, no logic of NCF & dpo's earnings depending on MRPs set by broadcaster which are variable & not in DPO's control, countless number of bouquets being floated in the new regime etc etc  
 1/15/19, 5:54 PM - Rushabh Rajesh Mehta: Tata Sky matter &~  
 1/15/19, 6:46 PM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

1/15/19, 6:47 PM - PDGÂ©: 8Y",  
 1/15/19, 11:22 PM - Rushabh Rajesh Mehta:  
<http://www.indiantelevision.com/dth/dth-operator/dd-free-dish-to-resume-e-auctions-key-highlights-of-revised-policy-190115>  
 1/15/19, 11:53 PM - PDGÂ©: Yes he announced on twitter today  
 1/16/19, 9:59 AM - PDGÂ©: Pls download the freedish policy - need to read - ask nitika to give me a print  
 1/16/19, 10:00 AM - Rushabh Rajesh Mehta: Ok Sir  
 1/16/19, 10:12 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/16/19, 10:12 AM - Rushabh Rajesh Mehta: Reserve price for gec channels at 15 crore 8Y"  
 1/16/19, 6:20 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/16/19, 7:25 PM - Romil Ramgaria Barc: How have they calculated the number?  
 1/16/19, 9:06 PM - Rushabh Rajesh Mehta: Sir in the illustration they are mentioning if out of 100 subs that operator has if 75 subs buy bouquet then it will b beneficial for the operator bcoz of the commission that he gets rather than 23 subs buying a-la-carte and 52 buying a bouquet....in other words they are trying to tell operators to push for Star bouquets  
 1/16/19, 9:23 PM - Romil Ramgaria Barc: That I understood. Can you decode the calculation that they have shown  
 1/16/19, 11:37 PM - Rushabh Rajesh Mehta: Sir...South Indian operators decided to switch off all channels on 24th of this month, 3 states are confirmed waiting for AP update.  
 1/16/19, 11:37 PM - PDGÂ©: Pls track  
 1/16/19, 11:37 PM - Rushabh Rajesh Mehta: Sure Sir  
 1/16/19, 11:40 PM - Rushabh Rajesh Mehta: The calculation is as follows

23\*19 (a la carte)=437

52\*49 (bouquet)=2548

437+2548 = 2985

2985\*20% (Distribution fee) = 597

2985-597 = 2388

1/17/19, 11:27 AM - Romil Ramgaria Barc: Kandivilli east Ashok nagar. Hathway only free channels seen since last night. Paid just switched off without informing

1/17/19, 11:32 AM - PDGÂ©: <Media omitted>

1/17/19, 11:33 AM - Rushabh Rajesh Mehta: Sir...channels are working...I also hv the same Hathway connection at home...all channels are available at my place

1/17/19, 1:36 PM - Rushabh Rajesh Mehta: Den has launched new Android app for consumer for selecting packages as per new Tariff order.

<https://play.google.com/store/apps/details?id=den.networks.vaibhavsharma.den>

1/17/19, 1:56 PM - PDGÂ©: Any other?

1/17/19, 1:56 PM - Rushabh Rajesh Mehta: TRAI has launched a Channel Selection Application

<http://channel.trai.gov.in/>

1/17/19, 1:57 PM - Rushabh Rajesh Mehta: Sir...seeking more info about other operators

1/17/19, 2:09 PM - Rushabh Rajesh Mehta: <Media omitted>

1/17/19, 2:09 PM - Rushabh Rajesh Mehta: <Media omitted>

1/17/19, 2:09 PM - Rushabh Rajesh Mehta: <Media omitted>

1/17/19, 2:09 PM - Rushabh Rajesh Mehta: <Media omitted>

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Chat With RRP Group

1/17/19, 2:09 PM - Rushabh Rajesh Mehta: It is part of TRAI channel selector &  
 1/17/19, 4:31 PM - PDG@: rushabh pls check  
 1/17/19, 4:31 PM - PDG@: zee anmol renewal date, Star Bharat and Rishtey renewal dates on Freedish  
 1/17/19, 5:43 PM - Rushabh Rajesh Mehta: Sir...barring 26 Doordarshan channels, remaining all 54 channels are supposed to go for 38th e-auction likely to be held in February 2019...this is bcoz last 37th e-auction was supposed to happen on 22nd August 2017 which didn't happen and went in abeyance...since then all channels are running on pro-rata basis...therefore renewals for all 54 channels will be in February 2019  
 1/17/19, 5:50 PM - Rushabh Rajesh Mehta: The renewal dates for the channels as below:

Zee Anmol - 15 Aug

Star Bharat - 11 Aug

Rishtey - 15 Aug

1/17/19, 7:10 PM - Rushabh Rajesh Mehta: Star hired marketing agency which is doing LCO promotion in Pune.. distributing pamphlets and explaining the packages

1/17/19, 7:10 PM - Rushabh Rajesh Mehta: <Media omitted>

1/17/19, 11:34 PM - Rushabh Rajesh Mehta: Star's marketing agency's name is Jagran Solution

1/17/19, 11:45 PM - PDG@: K

1/18/19, 12:56 PM - Rushabh Rajesh Mehta: <Media omitted>

1/18/19, 12:56 PM - Rushabh Rajesh Mehta: It was 0.10 before now fta

1/18/19, 4:27 PM - Rushabh Rajesh Mehta: <https://www.zeebiz.com/india/video-gallery-exclusive-interview-with-tra-chairman-r-s-sharma-80736>

1/18/19, 5:38 PM - PDG@: Check out @TRAIA's Tweet:

<https://twitter.com/TRAIA/status/1086233637710848002?s=08>

1/18/19, 5:38 PM - PDG@: Pls check

1/18/19, 5:38 PM - Rushabh Rajesh Mehta: Ok Sir

1/18/19, 5:45 PM - Rushabh Rajesh Mehta: Sir...I went thru the report...it is about Telecom subscribers...now that they hv released telecom data they might soon also release broadcast data...I shall keep an eye and keep you posted

1/18/19, 5:45 PM - PDG@: ok

1/18/19, 6:12 PM - Rushabh Rajesh Mehta: Sir...I got an update on a new form of piracy...wherein a few LCOs are collaborating and taking feeds from different MSOs and then feeding channels of each other in a pirated way...as a result tracking piracy becomes very difficult...I shall explain in greater detail to you in person...trying to get more details on this

1/18/19, 8:50 PM - Romil Rangaria Barc: Chembur colony pathway shut. They had given 15 day to decide pack. Asking consumer to Go to their site and take the channels which is very confusing

1/19/19, 11:05 AM - Rushabh Rajesh Mehta: <Media omitted>

1/21/19, 8:40 AM - Rushabh Rajesh Mehta: <Media omitted>

1/21/19, 6:51 PM - Rushabh Rajesh Mehta: All the operators in Kerala will participate \*CABLE TV BLACK DAY\*

On Jan 24, from 6am to 10pm will black out all the channels.

Local channels will telecast continues public opinion, pannel discussions and views.

Tuesday there is a joint press meet at Cochin by the co-ordination committee.

Main objectives;

1. Black day is not against consumer right.
2. TRAI has not considered operators survival.

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## Chat With RRP Group

3. Beneficiary of the tariff order is only broadcaster.
4. Minimum NCF must be 170.
5. Pay channel distribution charge for LCO's must 30% of pay channel tariff.
6. Reduce GST to 5%.

Govindan Wayanad  
MD KCCL, Kerala

KARNATAKA, TAMILNADU, KERALA, DELHI, RAJASTHAN, WEST BENGAL, UP, BIHAR confirmed Cable Black Out.

1/21/19, 6:51 PM - Rushabh Rajesh Mehta: From TRAI in meeting today - Migration of consumers who have exercised option by February 7, 2018 for all DPOs

1/21/19, 6:52 PM - Rushabh Rajesh Mehta: Trai meeting update I got...trying to get more details

1/21/19, 7:21 PM - PDGÂ@: Wasn't this slated for 1st Feb ?? Is there a change?

1/21/19, 7:29 PM - Rushabh Rajesh Mehta: Sir m seeking more updates on this

1/21/19, 7:29 PM - PDGÂ@: Ok

1/22/19, 10:58 AM - Rushabh Rajesh Mehta:

<https://twitter.com/prasarbharati/status/1087363057234440192?s=12>

1/22/19, 10:59 AM - PDGÂ@: saw this so some channels will get in thru this

1/22/19, 10:59 AM - Rushabh Rajesh Mehta: Will be interesting to watch out Sir

1/22/19, 1:24 PM - Rushabh Rajesh Mehta: Sir...plz find below meeting updates from yesterday's TRAI meeting with DPOs...

1) Tata Sky and Sun Direct did not attend while Dish TV, Videocon and Airtel attended

2) Amongst cable operators, Hathway, Den, Siticable, IN Cable, Fastway, independent operators from Delhi attended the TRAI meeting

3) Mr. SK Gupta appeared very upset with DTH operators, he came down heavily especially on Airtel

4) Mr. Gupta said that MSOs were cooperating on NTO whereas DTH operators were not

5) to which Airtel responded that DTH operates in a prepaid model hence it is difficult to reach out to consumers who are not sharing their preferences...on the other hand, cable operators hv postpaid model so when the LCO goes for collecting monthly subscription, he can ask the subscriber to share his preferences

6) Dish TV claimed 35% subs migrated to NTO, Hathway claimed 35%, Siticable claimed 40% migration, Den claimed 30-35% migration

7) MSOs did mention challenges in getting LCOs on board hence they are focusing on migrating direct subscribers on priority

8) today there is one more meeting with Managing Directors of DPOs

1/22/19, 3:00 PM - Romil Ramgaria Barc: I have serious doubts on these 30-35% numbers - these look like cooked and to push the agenda -

1/22/19, 3:00 PM - Romil Ramgaria Barc: If they do an independent survey they will realize that not more than 8-10% would have been approached -

1/22/19, 3:01 PM - PDGÂ@: Yes totally

1/22/19, 3:02 PM - PDGÂ@: Spoke to Rushabh - we need to know what all info TRAI is asking from DPOs at what intervals

1/22/19, 3:02 PM - Rushabh Rajesh Mehta: Exactly Sir...also most MSOs hav only abt 8-10% of their sub base as direct subs...the rest all are thru LCOs

1/22/19, 3:02 PM - PDGÂ@: We can back calibrate then

1/22/19, 3:57 PM - Rushabh Rajesh Mehta: <Media omitted>

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Chat With RRP Group

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1/23/19, 2:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
1/23/19, 2:11 PM - Rushabh Rajesh Mehta: The image that is circulating  
1/23/19, 2:38 PM - Rushabh Rajesh Mehta: <Media omitted>  
1/23/19, 2:39 PM - Rushabh Rajesh Mehta: Sir...it is a Bengali speech in video  
abt some minister saying NTO will not be implemented in Bengal  
1/23/19, 4:42 PM - Rushabh Rajesh Mehta: Sir...Few of the Odisha operators are  
participating in tomorrow's blackout  
1/23/19, 4:45 PM - PDGÂ@: Odisha has only one I thoughtôŸ-Š  
1/23/19, 4:46 PM - Rushabh Rajesh Mehta: Sir that is Ortel which is an MSO...  
LCOs are likely to participate  
1/23/19, 4:46 PM - PDGÂ@: I think they directly control LCOs  
1/23/19, 4:46 PM - PDGÂ@: But could be wrong  
1/23/19, 4:48 PM - Rushabh Rajesh Mehta: Ortel do control but...but there are  
others as well like Siticable, GTPL, Hathway, Manthan and IN Cable...so possibly  
LCOs associated with them might do the blackout  
1/23/19, 4:49 PM - PDGÂ@: Ok  
1/23/19, 4:54 PM - Rushabh Rajesh Mehta: [https://theprint.in/governance/dd-and-  
air-set-to-launch-news-channels-digital-platform-ahead-of-lok-sabha-  
elections/181088/](https://theprint.in/governance/dd-and-air-set-to-launch-news-channels-digital-platform-ahead-of-lok-sabha-elections/181088/)  
1/23/19, 4:54 PM - Rushabh Rajesh Mehta: The article mentions DD India to be  
converted into full fledged English news channel  
1/23/19, 4:55 PM - PDGÂ@: Hmmm  
1/24/19, 7:51 AM - Rushabh Rajesh Mehta: Sir...Hathway and Kable First Primary  
subscribers are not impacted by blackout in Bangalore...the rest are



## Chat With RRP Group

1/24/19, 8:58 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 8:59 AM - Rushabh Rajesh Mehta: Punjab also joining  
 1/24/19, 9:00 AM - Rushabh Rajesh Mehta: Yea Allmost blacked out from LCO level  
 1/24/19, 9:00 AM - Rushabh Rajesh Mehta: Headend is ON but from ground LCO's switched off  
 1/24/19, 9:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:00 AM - Rushabh Rajesh Mehta: Bijapur Acn cable network and den network switch off  
 1/24/19, 9:01 AM - Rushabh Rajesh Mehta: Den cable network koppal kuknoor yelburga of aagide  
 1/24/19, 9:01 AM - Rushabh Rajesh Mehta: Belgavi beds total cable TV off  
 1/24/19, 9:01 AM - Rushabh Rajesh Mehta: All operators of V4 Digital switched off  
 1/24/19, 9:01 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:01 AM - Rushabh Rajesh Mehta: 8Y't E-Infra Hubli  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: Karnataka Gramina gudgeri  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: BRDS Hubli  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: Athani e digital switch offered  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: Nargund City Cable Networks switch off  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: KAZI CABLE NETWORK BIJAPUR SWITCHED OFF  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:17 AM - Rushabh Rajesh Mehta: Siddeshwar cable network Afzalpur  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: More than 80 nxt network Black out orrissa  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: Rajasthan area  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: Den jodhpur  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: Rajasthan infotech Pvt  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: Gtpl aburoad  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: ARASU chennai  
 1/24/19, 9:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:28 AM - Romil Ramgaria Barc: Hmm - pretty large and across!  
 1/24/19, 9:28 AM - Rushabh Rajesh Mehta: Yes Sir  
 1/24/19, 9:35 AM - Rushabh Rajesh Mehta: Kal cable , TCCL & VK digital switch off by LCO for the cable strike against TRAI  
 1/24/19, 9:35 AM - Rushabh Rajesh Mehta: Asianet & kccl & entire Kerala switched off by lco with support of Mso  
 1/24/19, 9:35 AM - Rushabh Rajesh Mehta: Black out done at Rajasthan Infotech Ajmer, Bikaner & Jaipur  
 1/24/19, 9:35 AM - Rushabh Rajesh Mehta: Black out done at Home Television Jaipur  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: Radiant Digitek kota and maximum Feed town Cable dark done  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: Complete Barmer and Jaisalmer district ( GTPL , Indp. and Radiant ) Blackout done from 8 Am  
 1/24/19, 9:37 AM - Rushabh Rajesh Mehta: Cable blackout in Rajasthan  
 1/24/19, 9:46 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:46 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:46 AM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 9:57 AM - Rushabh Rajesh Mehta:   
 1/24/19, 10:30 AM - Rushabh Rajesh Mehta: All the LCOs of SITI and Hathway have blacked out totally their respective entire area in Bhubaneswar, Cuttack, Puri, Berhampur, Sambalpur and Rourkella  
 1/24/19, 10:30 AM - Rushabh Rajesh Mehta: Even in part of Balasore..  
 1/24/19, 10:30 AM - Rushabh Rajesh Mehta: Certain areas of Patna is also black out...  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Jalandhar saltelite OFF  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Ropar Distt Black out  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Amritsar & Amritsar Outer Off  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Total city ropar black out t.v switch off  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Jalandhar cable Bhooti bhaji off  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Patiala  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Sanchi cable off  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Walia cable and 70 percent are patiala black out  
 1/24/19, 10:52 AM - Rushabh Rajesh Mehta: Mandi Gobindgarh main bhi blackout  
 1/24/19, 10:53 AM - Rushabh Rajesh Mehta: Dakshina Kannada district around 350 operators switched off  
 1/24/19, 10:53 AM - Rushabh Rajesh Mehta: Total Cable bandh at Bangalore rural, Devanahalli, Nelamangala. Also in Hassan, Belgaum, Hubli- Dharwad, Bagalkot.

Its mixed bandh reaction so far from operators. Post 11am they are saying it will be absolute bandh everywhere

Kolar and Chikidi is not affected by the bandh.

1/24/19, 10:54 AM - Rushabh Rajesh Mehta: Cable networks in MP are on as of now...but some operators claiming that they are pressurised to switch off  
 1/24/19, 11:27 AM - Rushabh Rajesh Mehta: District Fatehgarh Sahib pura band  
 1/24/19, 11:27 AM - Rushabh Rajesh Mehta: Den sonipat and panipat off  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Radiant digital Kota all feed and networks blackout  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Rajasthan info Lunkansar blackout  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Rajasthan infotech Ajmer, Bikaner, sikar blackour

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## Chat With RRP Group

1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Rajputana Nasirabad blackout  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: City cable plus mandar blackout  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: GTPL sirohi, abu road blackout  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Den enjoy lco black out cable in chaupatka area in lko  
 1/24/19, 12:33 PM - Rushabh Rajesh Mehta: Den enjoy feed town lco black out in malpura sultanpur dist.  
 1/24/19, 12:47 PM - Rushabh Rajesh Mehta: TCCL Chennai - full black out  
 VK Digital 50%  
 SCV 30%  
 Pondicherry Full off at LCO level  
 Arasu Chennai is running  
 Arasu LCO s in Karur, Erode & Dharmapuri is off  
 1/24/19, 12:47 PM - Rushabh Rajesh Mehta: Kerala Asianet only direct point is ON  
 Siti LCo level it's off  
 DEN LCO level off  
 1/24/19, 12:49 PM - PDGAG: We need to see carefully the ratings of this day  
 1/24/19, 12:50 PM - Rushabh Rajesh Mehta: Ok Sir  
 1/24/19, 1:33 PM - Rushabh Rajesh Mehta: Sky net & ice pathway lco black out in naini allahabad  
 1/24/19, 1:33 PM - Rushabh Rajesh Mehta: 50% off in TN and 95% off in KL  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Back out status - Rajasthan  
 Jaipur - 65%  
 Jodhpur- 65%  
 Kota - 55 %  
 Bhilwara - 100%  
 Ajmer - 70%  
 Bikaner -60%  
 Udaipur - 10 %  
 Alwar - 70%  
 Barmer - 100 %  
 Chittorrgarh - 70%  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Snapshot of blackout in major cities of odisha:  
 A. Bhubaneswar- 55% to 60%.  
 B. Cuttack- 25% to 30%.  
 C. Rourkela- 50%.  
 D. Sambalpur- 90% to 95%.  
 E. Balasore- 90%.  
 F. Angul- 95%.  
 G. Puri- 85% to 90%.  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Cable Blackout in major cities of Jharkhand:  
 1. Ranchi- 60%  
 2. Jamshedpur - 70%.  
 3. Deoghar - 80%  
 4. Hazaribagh - 50%  
 5. PALAMU - 70%  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Cable Blackout in major cities of Bihar  
 1. Patna 35%  
 2. Muzaffarpur - 50%.  
 3. Bhagalpur - 70%  
 4. Buxar - 90%

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## Chat With RRP Group

1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Chennai - 70% off  
 ROTN - 80% off.  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Cochin - 75% - 80%  
 Rest of Kerala - 85% - 90%  
 1/24/19, 2:24 PM - Rushabh Rajesh Mehta: Sir...Tata Sky has come out with NTO  
 packages...shall share the details in some time  
 1/24/19, 2:56 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 2:56 PM - Rushabh Rajesh Mehta: The article claims NTO benefitting  
 Mukesh Ambani  
 1/24/19, 4:51 PM - Rushabh Rajesh Mehta: Sir...in Tata Sky packs there is no  
 mention of Republic TV in any of its packs  
 1/24/19, 5:07 PM - PDG&@: <Media omitted>  
 1/24/19, 5:07 PM - PDG&@: 40%  
 1/24/19, 6:19 PM - Rushabh Rajesh Mehta: When 80% of operators be it cable or  
 DTH are opposing god knows how is trai arriving at 40% number  
 1/24/19, 6:19 PM - Rushabh Rajesh Mehta: ४५%  
 1/24/19, 6:31 PM - Romil Ramgaria Barc: Have you arrived at this 80% number?  
 1/24/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>  
 1/24/19, 6:34 PM - Romil Ramgaria Barc: <Media omitted>  
 1/24/19, 6:38 PM - Rushabh Rajesh Mehta: No Sir...I just meant when so many  
 people see opposing how is trai claiming 40% number  
 1/24/19, 6:41 PM - Romil Ramgaria Barc: Yes agree -  
 1/24/19, 6:59 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/24/19, 7:00 PM - Rushabh Rajesh Mehta: What's app version of Tata Sky pay  
 packages  
 1/24/19, 9:45 PM - PDG&@: <Media omitted>  
 1/24/19, 11:23 PM - Rushabh Rajesh Mehta: Sir...Interestingly currently they hv  
 72 slots and they had 8 slots vacant but only 4 slots are occupied  
 1/26/19, 2:10 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/26/19, 2:10 PM - Rushabh Rajesh Mehta: HE  
 SR Indore  
 Off - 1:AM  
 Today  
 1/26/19, 2:39 PM - PDG&@: At night?  
 1/26/19, 2:49 PM - Rushabh Rajesh Mehta: Yes Sir  
 1/26/19, 2:49 PM - Rushabh Rajesh Mehta: Till morning it was off  
 1/26/19, 2:49 PM - Rushabh Rajesh Mehta: I m seeking more status update on it  
 1/26/19, 3:10 PM - Rushabh Rajesh Mehta: Sir...the entire network of SR Cable is  
 going to be off till at least 6pm today  
 1/26/19, 3:12 PM - Rushabh Rajesh Mehta:  
<https://timesofindia.indiatimes.com/city/mumbai/trai-order-shiv-sena-threatens-cable-tv-blackout-from-next-month/articleshow/67697270.cms>  
 1/26/19, 3:14 PM - Rushabh Rajesh Mehta: Sir...I got one more update...Mr. Anil  
 Parab met Uddhav Thackeray couple of days back asking for his support against  
 NTO...to which as of now Uddhav Thackeray has given the backing...accordingly  
 LCOs are planning complete switch off from 1st Feb...  
 1/26/19, 3:18 PM - Rushabh Rajesh Mehta: Also Sir...I got to know that BJP  
 alliance is finalised with Shiv Sena for Lok Sabha elections...Shiv Sena had  
 demanded Rs.400 crores and Bal Thackeray statue... BJP has paid that amount and  
 also hv shifted Mumbai Mayor out of official residence where Bal Thackeray  
 statue will be installed...the Mumbai mayor is likely to be given a new bungalow  
 in Byculla  
 1/26/19, 3:20 PM - PDG&@: ४५%

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## Chat With RRP Group

1/26/19, 3:19 PM - Rushabh Rajesh Mehta: With alliance sealed...it wud b interesting to see whether Anil Parab continues the agitation or no  
 1/26/19, 6:31 PM - Rushabh Rajesh Mehta: <Media omitted>  
 1/27/19, 1:18 PM - Rushabh Rajesh Mehta: Siticable running R Bharat promotional video on its default local channel  
 1/27/19, 1:18 PM - Rushabh Rajesh Mehta: In Delhi and other parts of north India  
 1/27/19, 1:22 PM - Rushabh Rajesh Mehta:  
<https://timesofindia.indiatimes.com/india/portability-of-set-top-boxes-by-year-end-trai-chief/articleshow/67706014.cms>  
 1/27/19, 8:32 PM - Rushabh Rajesh Mehta: <https://youtu.be/482HNFbiQGI>  
 1/28/19, 8:32 AM - Rushabh Rajesh Mehta: <https://ultra.news/t-t/44285/sun-direct-offers-all-channels-under-rs-153-network-fee>  
 1/28/19, 4:30 PM - Romil Ramgaria Barc: 26th also there was den switch off in Mumbai?  
 1/28/19, 4:52 PM - Rushabh Rajesh Mehta: Sir...there was no official blackout by DEN LCOs in Mumbai on 26  
 1/28/19, 4:53 PM - Rushabh Rajesh Mehta: In Maharashtra LCOs are awaiting action on 1st Feb  
 1/28/19, 8:58 PM - Rushabh Rajesh Mehta: \*Trai Meeting Update\_28th January 2019:\*

- 1) \*For Converted Viewers:\* On 01st Feb 2019 implementation would start for all converted viewers as the current process demand 4-7days for conversion due to technical requirements @ DPO level.
- 2) \*Non Converted Viewers:\* Tickers would be played with immediate effect by all the paid channels to convert left over viewers.
- 3) \*Paid Channels:\* Post 31st Jan 2019 Trai would ask all paid channels to go off air for next 15days, Final call would be taken post tomorrow DPO's & Broadcasters meeting.
- 4) \*FTA Channels:\* All FTA channels would be available across the markets till 28th Feb 2019. (No further discussion is allowed to turn off FTA channels on 01st Feb 2019 along with paid Channels, as it's been already discussed & decided at higher level). In case the conversion was not at par till next meeting (Mid Feb) there could be a possibility of turning off the FTA channels as well for non Converted Viewers.
- 5) \*BARC:\* BARC will keep monitoring, measuring & releasing the data the way it does on weekly basis, no matter Paid channels are available or not.
- 6) \*LCN No. :\* LCN No. may change post implementation of new regime.
- 7) \*Genre:\* Broadcasters need to define their channel genre to all the DPO's in order to be a part of Suggestive 100 FTA's & this could be the reason why a regional FTA channel is not in that base plan while other regional channels are.
- 8) \*Consumer Choice:\* There is no fixed base pack of 100 FTA channels, it's just that every DPO & Trai has suggested a list of 100 FTA channels (24DD -Fixed & 76 other FTA's -Not Fixed) and viewer can make a choice with LCO for his preferred 76 FTA channel unless he/she want to prefer your channel over other regional FTA channel.

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Chat With RRP Group

9) \*RIO - Reference Interconnect offer:\* Broadcasters need to submit RIO with all the DPOs to define channel genre etc.

10) \*Informative Videos:\* TRAI has mailed few informative videos for viewers to every broadcaster to run in their channel for smooth transition, one can play it as per the wish.

\*Conversion:\* Till date 41.18% viewers are Converted to the new regime. This has been shared by all DPOs in their last meeting.

\*Next Meeting:\* Next Trai, Broadcasters & DPO meeting is schedule for tomorrow @1200hrs for further course of action.

1/29/19, 1:22 PM - Rushabh Rajesh Mehta: Received the below message in Hathway Maharashtra group

News from kolkatta

Kolkata high court given stay up to 18th feb for implementation of NTO.

For confirmation

copy has been asked will reach by evening

1/29/19, 1:23 PM - Rushabh Rajesh Mehta: Sir...I received this message trying to verify more details on it

1/29/19, 1:23 PM - PDG: ask Rajini to check too

1/29/19, 1:23 PM - Rushabh Rajesh Mehta: Ok Sir

1/29/19, 1:23 PM - PDG: quickly

1/29/19, 1:30 PM - Rushabh Rajesh Mehta: Yes Sir...hv informer Rajani and m also on it

1/29/19, 1:35 PM - Romil Ramgaria Barc: I have called up our advocate at Kolkatta, who also appears for Star. He has not received any such information, but he is cross checking at high court again

1/29/19, 1:35 PM - Romil Ramgaria Barc: From rajni

1/29/19, 1:39 PM - Rushabh Rajesh Mehta: Ok Sir...I got this message from 5 different people...may be its a rumour...but it is highly circulated across distribution circle

1/29/19, 2:31 PM - Rushabh Rajesh Mehta: <Media omitted>

1/29/19, 2:44 PM - Rushabh Rajesh Mehta: Tariff order to be implemented... the customers who have not selected channels DPO can migrate them till 7 February 2019...

1/29/19, 2:45 PM - Rushabh Rajesh Mehta: Pay channels will be switched off from 7 feb onwards...and FTA complete switch off by feb end for subscribers who do not migrate

1/29/19, 2:51 PM - Rushabh Rajesh Mehta: In the meeting Sony, Zee and Network18 spoke abt revenue share between broadcasters and DPOs to continue till March 2019...however Star did not agree to this proposal and insisted that billing happens as per NTO only

1/29/19, 2:52 PM - PDG: There is a meeting happening now I believe

1/29/19, 2:52 PM - Rushabh Rajesh Mehta: Yes Sir

1/29/19, 4:02 PM - Rushabh Rajesh Mehta:

<https://trk.in/tags/business/2019/01/28/tata-sky-sun-direct-remove-network-fees-what-does-this-mean-how-will-you-get-benefited/>

1/29/19, 4:28 PM - Rushabh Rajesh Mehta: <Media omitted>

1/29/19, 4:29 PM - Rushabh Rajesh Mehta: Sir...this video is saying abt Kolkata High Court

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Rajesh Mehta  
Rajesh Mehta



Chat With RRP Group

1/29/19, 4:32 PM - Rushabh Rajesh Mehta: Till 18 feb there will be no billing as per NTO...so operators hv assumed that NTO has been postponed by Kolkata High Court

1/29/19, 5:33 PM - Romil Ramgaria Barc: A petition was moved today at Kolkatta High Court.... under a different portfolio judge under essential commodities. The order is being corrected at judges chamber.

As far as court clerk's Knowledge there is no stay and matter is posted to February second week.

All documents are at judge's chamber. Advocate is waiting there to get a copy of order.

1/29/19, 9:11 PM - Romil Ramgaria Barc: Update on Today's IBF and TRAI Meeting

30th & 31st January channels will air tickers asking viewers to choose their favorite pack

1st February there will be no tickers on any channels

Tickers will start from 2nd February 7th February

1st 6th All Paid Channels will continue to air as is

Post 7th Feb the paid channels will be disconnected in case the viewer has not opted for a package

1/30/19, 7:48 AM - Rushabh Rajesh Mehta: <Media omitted>

1/30/19, 7:48 AM - Rushabh Rajesh Mehta: 6Y% Petition copy of the Kolkata HC Petition before Calcutta HC. Prayers are in para 53 @ pg.54. Most of the prayers relate to revenue sharing barring the one where stay has been sought against press release dated rs.28.12.2018.

1/30/19, 8:11 AM - Rushabh Rajesh Mehta: <Media omitted>

1/30/19, 8:11 AM - Rushabh Rajesh Mehta: <Media omitted>

1/30/19, 8:12 AM - Rushabh Rajesh Mehta: The above videos are also in Bengali which I am unable to understand...but it mentions abt TRAI Tariff order

1/30/19, 8:12 AM - Rushabh Rajesh Mehta: Sir...these are being widely circulated in Bengal and Odisha

1/30/19, 9:00 AM - Rushabh Rajesh Mehta: Calcutta high court stays cable switchover

[https://timesofindia.indiatimes.com/city/kolkata/calcutta-high-court-stays-cable-switchover/articleshow/67748538.cms?utm\\_medium=referral&utm\\_campaign=iOSapp&utm\\_source=WhatsApp.com](https://timesofindia.indiatimes.com/city/kolkata/calcutta-high-court-stays-cable-switchover/articleshow/67748538.cms?utm_medium=referral&utm_campaign=iOSapp&utm_source=WhatsApp.com)

Download the TOI app now to read and save stories offline:

<https://timesofindia.onelink.me/efRt/installtoi>

1/30/19, 9:30 AM - Rushabh Rajesh Mehta:

<http://www.indiantelevision.com/regulators/high-court/madras-hc-dismisses-pil-against-trai-tariff-order-190130>

1/30/19, 11:34 AM - Rushabh Rajesh Mehta: Sir... SR Digital in MP was shut yesterday. Thr owner rohit shetty is wanted .. and on the Run.. cops had sealed the control room indore.. it has got active now

1/30/19, 5:35 PM - Rushabh Rajesh Mehta:

<https://timesofindia.indiatimes.com/india/trai-asks-dth-firms-to-honour-commitment-on-long-duration-packs-if-customer-wants/articleshow/67757101.cms>

1/31/19, 10:16 AM - Rushabh Rajesh Mehta: <https://ultra.news/s-e/44433/cable-operators-accuse-trai-of-trying-to-hijack-customers-hc-orders-stay>

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## Chat With RRP Group

1/31/19, 10:16 AM - Rushabh Rajesh Mehta: <https://ultra.news/t-t/44419/pune-cable-operators-fail-to-get-stay-on-trai-tariff-rollout>

1/31/19, 5:57 PM - Rushabh Rajesh Mehta: Trai had called an urgent meet for all broadcaster.. IBF members

1/31/19, 5:57 PM - Rushabh Rajesh Mehta: Rumour of 20th Feb floating around

1/31/19, 5:58 PM - Rushabh Rajesh Mehta: Extension of NTO &\*

1/31/19, 6:12 PM - PDG@: <https://main.trai.gov.in/notifications/press-release/press-release-trai-ushers-new-era-tv-viewers-effect-1st-february-2019>

1/31/19, 7:54 PM - Rushabh Rajesh Mehta: <Media omitted>

1/31/19, 8:15 PM - Romil Ramgaria Barc: <Media omitted>

1/31/19, 8:15 PM - Romil Ramgaria Barc: Hathway bouquet prices

1/31/19, 8:15 PM - Romil Ramgaria Barc: Absolute useless bouquets. Nothing has all key channels / forget HD

1/31/19, 8:16 PM - Rushabh Rajesh Mehta: Right Sir

1/31/19, 8:16 PM - Rushabh Rajesh Mehta: The packs are very bad and confusing

1/31/19, 8:46 PM - PDG@: Sir the latest is 13th both free and pay will go off together

1/31/19, 8:46 PM - PDG@: Not tomorrow not 7th but all together on 13th

1/31/19, 8:50 PM - Rushabh Rajesh Mehta: Sir...earlier in the day the rumour was 20 feb...finally it appears to be 13th Feb now...NTO is still driving crazy &Y~S

1/31/19, 8:50 PM - PDG@: Yes but now for people who have not opted both free and pay will switch off

1/31/19, 8:51 PM - PDG@: That's another change

1/31/19, 9:00 PM - Rushabh Rajesh Mehta: Yes Sir

1/31/19, 9:14 PM - Rushabh Rajesh Mehta: Hathway deal of Jio likely to be called off... Zee subash chandra goel ji is saying declaring a Loss .. and funding Hathways

1/31/19, 9:14 PM - Rushabh Rajesh Mehta: Rajan Raheja May resign from Hathway

1/31/19, 9:14 PM - Rushabh Rajesh Mehta: Sir...again this rumour is doing the rounds...I got this update from many different people...

1/31/19, 9:15 PM - Rushabh Rajesh Mehta: Rajan raheja pucca going 2morow

1/31/19, 9:15 PM - Rushabh Rajesh Mehta: Sir...these messages are floating around in Hathway circles

1/31/19, 9:15 PM - PDG@: Hmmm

2/1/19, 9:02 AM - Rushabh Rajesh Mehta: <Media omitted>

2/1/19, 9:02 AM - Rushabh Rajesh Mehta: You scod 18 cable black out &Y~t&Y~\*»

2/1/19, 9:04 AM - Rushabh Rajesh Mehta: Outskirts of Mumbai operations of Acod

2/1/19, 9:04 AM - Rushabh Rajesh Mehta: Scod

2/1/19, 9:21 AM - Rushabh Rajesh Mehta: Scod all channels switched on just now

2/1/19, 9:46 AM - Rushabh Rajesh Mehta: Sir...getting updates that Arasu has switched off pay channels in Tamil Nadu

2/1/19, 9:46 AM - Rushabh Rajesh Mehta: Some independent operators in AP have also switched off

2/1/19, 9:46 AM - Rushabh Rajesh Mehta: Getting more details

2/1/19, 9:47 AM - Rushabh Rajesh Mehta: Scod some areas working while some have switched off again

2/1/19, 10:13 AM - Rushabh Rajesh Mehta: Hathway company is transferred to Jio.. Rajan Raheja resigned

2/1/19, 10:15 AM - Rushabh Rajesh Mehta: <Media omitted>

2/1/19, 11:33 AM - Rushabh Rajesh Mehta: All pay channels have been switched off by Intermedia Cable Communication (pune).

2/1/19, 11:34 AM - Rushabh Rajesh Mehta: Times Now on landing page of Videocon today

2/1/19, 11:37 AM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

2/1/19, 1:12 PM - Rushabh Rajesh Mehta: Dear All,

Just got a good news from Tamilnadu, announcements made that all the MSOs offering 100% NCF & 50% share on Pay Channels to their respective Cable Operators.

So I request our primary Associations and all the cable operators to fight for the same kind of offers our region as well.

Regards

Yatish M

General Secretary

KDCOWA

2/1/19, 1:13 PM - Rushabh Rajesh Mehta: This message is circulated by Karnataka State Digital Cable Operators Welfare Association

2/1/19, 1:15 PM - Rushabh Rajesh Mehta: How wud this be possible in reality Sir...surprising

2/1/19, 1:17 PM - PDGÂ©: lot of fake news will also circulate now - to influence - lets see

2/1/19, 1:18 PM - Rushabh Rajesh Mehta: Right Sir

2/1/19, 1:22 PM - Rushabh Rajesh Mehta: Sir...this message is partly true...an independent operator in Chennai called Aadhar cable has launched this scheme

2/1/19, 1:32 PM - Rushabh Rajesh Mehta: One more update...

In Maharashtra some Independent operators hv started switching off pay channels but to only few hundreds of their subscriber base. This is bcoz they do not hv capabilities to migrate all subscriber base in one go...more details awaited

2/1/19, 1:39 PM - Rushabh Rajesh Mehta: All the networks in Pune except INPCMC has switched off the customers who has not filled in the forms & selected the packages- channels active are only FTA channels...

ICC/ Next GEN/ Sai Vision/ PCSS/ Krystal

Inpcmc has kept the channels on.

Bhimariddhi Kolhapur- FTA + Marathi pack is active rest all switched off..

2/1/19, 2:17 PM - Rushabh Rajesh Mehta: Sampark bhiwandi.. and reachnet .. all pay channels off

2/1/19, 2:26 PM - Rushabh Rajesh Mehta: Den pune all pay channels OFF except zee bouquet

2/1/19, 2:26 PM - Rushabh Rajesh Mehta: In pcmc has switched off LCO line for non payment if dues... whole line black out

2/1/19, 2:26 PM - Rushabh Rajesh Mehta: <Media omitted>

2/1/19, 2:26 PM - Rushabh Rajesh Mehta: Scv chennai ..

2/1/19, 2:26 PM - Rushabh Rajesh Mehta: Pay channels black out

2/1/19, 2:27 PM - PDGÂ©: SCV has blacked out pay channels?

2/1/19, 2:27 PM - Rushabh Rajesh Mehta: Yes Sir...is the update I got just now

2/1/19, 4:38 PM - Rushabh Rajesh Mehta: <https://scroll.in/latest/911246/kapil-sibal-claims-government-is-pressuring-networks-not-to-carry-new-channel-harvest-tv>

2/1/19, 4:40 PM - Rushabh Rajesh Mehta: Digi 9 Lucknow and Net Vision Aligarh also switches off pay channels

2/1/19, 4:49 PM - PDGÂ©: <Media omitted>

2/1/19, 10:50 PM - PDGÂ©: We need status of todays prime time switch offs

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## Chat With RRP Group

2/1/19, 10:50 PM - PDG@: From board members  
 2/1/19, 10:50 PM - PDG@: Ibf  
 2/1/19, 11:06 PM - Rushabh Rajesh Mehta: Ok Sir  
 2/2/19, 10:13 AM - PDG@: Any inputs  
 2/2/19, 10:14 AM - PDG@: ?  
 2/2/19, 10:24 AM - Rushabh Rajesh Mehta: Sir...m in touch with people...plz give me some more time...the updates shared with you yesterday were true even during prime time...looking out for more updates  
 2/2/19, 10:53 AM - PDG@: Ok  
 2/2/19, 10:59 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/2/19, 10:59 AM - Rushabh Rajesh Mehta: Discovery ad after Arasu switched off yesterday  
 2/2/19, 11:11 AM - PDG@: So Arasu and SCV both switched off pay channels?  
 2/2/19, 11:21 AM - Rushabh Rajesh Mehta: Yes Sir throughout the day  
 2/2/19, 11:24 AM - Rushabh Rajesh Mehta: Sir...abt 9-10 pm onwards...many networks in South India including SCV and Arasu were back with pay channels as well  
 2/2/19, 11:24 AM - Rushabh Rajesh Mehta: M also seeking the status update as of today  
 2/2/19, 11:37 AM - Rushabh Rajesh Mehta: Sir...I hv checked on ground...there were no more switch offs of pay channels other than what was reported in the day yesterday...out of which South India was back...the Maharashtra issues in Pune still continuing though today as well  
 2/2/19, 11:54 AM - Rushabh Rajesh Mehta: Sir...SCV is on while Arasu is off  
 2/2/19, 12:13 PM - Rushabh Rajesh Mehta: One more update on Arasu...

Arasu has switched off pay channels yesterday but some LCOs did start airing pay channels in late evening thru piracy...today morning there were some crack-down done and again pay channels are switched off

2/2/19, 12:14 PM - Romil Rangaria Barc: Crackdown to switch off  
 2/2/19, 12:15 PM - Rushabh Rajesh Mehta: Yes Sir  
 2/2/19, 12:16 PM - Rushabh Rajesh Mehta: Sir it appears to be like political bickering  
 2/3/19, 10:07 AM - Rushabh Rajesh Mehta: à@àYà, à-à^à à.àYàààà-à, à^àYààYàà^à à-à-à^ à-àSàààà^ à^ààà^àYà.  
 à^àYààYàà^à à-à-à^ à-àSàààà^ à^ààà^àYà.  
 à^àYààYàà^ à^àYàà^àYà à; à-àYàà-à; à@àYàà-à, à^ à^àYà à, à^àYààààà RICH à, à@àààà^àYà àààààààY+ àààY+àYàà^ hatway à-ààà^àYà à@ààà^àYà à^àà^àY+

2/3/19, 10:07 AM - Rushabh Rajesh Mehta: LCO have blacked Out Hathway in south bombay.. since yesterday Night

2/3/19, 10:14 AM - Rushabh Rajesh Mehta: HE

SR Indore

Pay channels are off

From yesterday

2/3/19, 10:14 AM - Rushabh Rajesh Mehta: HE - headend

2/3/19, 10:16 AM - Rushabh Rajesh Mehta: <https://youtu.be/oYW7nCzvsjw>

S R Indore

2/3/19, 12:56 PM - Rushabh Rajesh Mehta: S R à.à à^àY+à; à^ à^àY.à^àà, à^àY, à^à à-à; à.ààà^ à-àYàà^ à^àY+ à-à^ à^àààà 12 à-à^àY+ à^ààà^àY à-àYàà^àY, à

2/3/19, 12:56 PM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

2/3/19, 12:56 PM - Rushabh Rajesh Mehta: The video is hilarious 8Y~\$  
 2/4/19, 9:54 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/4/19, 9:54 AM - Rushabh Rajesh Mehta: Republic Bharat on landing page of Videocon today morning  
 2/4/19, 10:10 AM - Rushabh Rajesh Mehta:  
<http://www.indiantelevision.com/regulators/high-court/gujarat-hc-issues-notice-to-trai-over-mso-lco-profit-sharing-190204>  
 2/4/19, 11:32 AM - Rushabh Rajesh Mehta: Sir...JPR an independent operator in Mumbai is the first operator claiming close to 100% migration of subscribers as per NTO  
 2/4/19, 11:34 AM - Rushabh Rajesh Mehta: Also Sir...as of now it appears that Anil Parab has gone soft...next likely update on 6th Feb once the official deadline of pay channels switch off comes nearby  
 2/4/19, 1:10 PM - Rushabh Rajesh Mehta: Star had an annual deal with GTPL for landing page...however Star has allowed Republic Bharat to be on landing page for 2 months...Republic Bharat will be on landing page from tomorrow onwards  
 2/4/19, 1:11 PM - PDGÂ@: Yes heard this  
 2/4/19, 3:17 PM - PDGÂ@: on budget day - 1st feb - apparently zee business channel had the first interview with Piyush goel - apparently CNBC guys played around with the ditibution of zee business on ground during the telecast - pls check and let me know - also whether its showing on numbers  
 2/4/19, 4:08 PM - Rushabh Rajesh Mehta: Sir...I shall chk and get back to you  
 2/4/19, 4:27 PM - Rushabh Rajesh Mehta: Sir...CNBC Awaaz was on landing page in Fastway on Budget day 1st Feb...

M seeking more update on Zee Business

2/4/19, 4:28 PM - PDGÂ@: pls check business channels on which all landing pages across country for that day  
 2/4/19, 4:28 PM - Rushabh Rajesh Mehta: Ok Sir  
 2/4/19, 5:19 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/4/19, 5:20 PM - Rushabh Rajesh Mehta: It appears that there was not much issue...however i shall get back to you on distribution details  
 2/4/19, 5:21 PM - PDGÂ@: What time was Piyush interview with CNBC  
 2/4/19, 5:21 PM - PDGÂ@: Pls map it alongwith  
 2/4/19, 5:21 PM - Rushabh Rajesh Mehta: Ok Sir  
 2/4/19, 5:22 PM - Romil Ramgaria Barc: <Media omitted>  
 2/4/19, 5:22 PM - Romil Ramgaria Barc: (1) kankroli digital network ,kankroli, Rajasthan  
 (2)Matarani cable ,Udaipur, Rajasthan  
 (3)Khan Digital Bareilly, U. P  
 (4)Chaudhary Digital Tanda , U. P.  
 (5)Afshana Digital Islamnagar, U. P.  
 (6)Inam Digital Sheohra, U. P  
 (7)Firozabad Digital Firozabad, U. P  
 (8)Dolphin Digital Sirsaganj, U. P.  
 (9)Shivhare Digital Mehrauni, U. P  
 (10)ACN Digital Meerut, U. P  
 (11)Sharma cable network Lalsot,Rajasthan  
 (12)Sanjay cable network Bassi, Rajasthan  
 (13)Shiv cable shawa ,U.p.  
 (14)Shri Balaji Cable Network Sidholi, U. P.  
 2/4/19, 5:23 PM - Romil Ramgaria Barc: This is the list where Aaj Tak has been switched off  
 2/4/19, 5:26 PM - PDGÂ@: Off or displaced to a new LCN

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# Chat With RRP Group

2/4/19, 5:39 PM - Romil Ramgaria Barc: claiming off  
2/4/19, 10:16 PM - Rushabh Rajesh Mehta: <Media omitted>  
2/4/19, 10:16 PM - Rushabh Rajesh Mehta: <Media omitted>  
2/4/19, 10:17 PM - Rushabh Rajesh Mehta: Pay channels switched off 15 minutes back and then again were back  
2/4/19, 10:57 PM - PDGÂ©: Which network?  
2/4/19, 10:59 PM - Rushabh Rajesh Mehta: Sir...sorry forgot to mention....  
Videocon D2h  
2/5/19, 8:17 AM - PDGÂ©: Pls get back on this. And map CNBC andbCNBC awaaz with zee business showing the Goel interview  
2/5/19, 8:40 AM - Rushabh Rajesh Mehta: Sure Sir  
2/5/19, 8:40 AM - Rushabh Rajesh Mehta: Gtpl ahmedabad .. pay channels black out  
2/5/19, 8:40 AM - Rushabh Rajesh Mehta: Only star and zee black out  
2/5/19, 8:40 AM - Rushabh Rajesh Mehta: Colors is ON  
2/5/19, 8:42 AM - Rushabh Rajesh Mehta: Gtpl has changed their packs  
2/5/19, 8:42 AM - Rushabh Rajesh Mehta: Landing page is still STAR and not R Bharat  
2/5/19, 8:42 AM - Rushabh Rajesh Mehta: Gtpl  
2/5/19, 8:42 AM - Rushabh Rajesh Mehta: Gtpl 5 Package:-  
(1) 230 Package FTA+ Colours channels basic pack 130 channels  
(2) 280 wala package FTA+ Colours basic+ any one package of pay channels 200 channels.  
(3) 330 FTA+ Colours basic package+any two packages of pay channels.  
(4) 390- FTA+Colours basic+ any 3 Package of pay channels.  
(5) 425- current Royal Package (all Packages including tax)  
2/5/19, 9:18 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/5/19, 9:52 AM - PDGÂ©: <Media omitted>  
2/5/19, 10:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/5/19, 10:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/5/19, 10:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/5/19, 10:00 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/5/19, 10:01 AM - Rushabh Rajesh Mehta: In GTPL Gujarat FTA and IndiaCast basic packages running...all other pay channels off...outside Gujarat GTPL only carrying FTA package  
2/5/19, 10:15 AM - Rushabh Rajesh Mehta: <http://www.indiantelevision.com/cable-tv/multi-system-operators/siti-cable-to-push-consumers-to-new-trai-tariff-scheme-by-phased-shutoffs-in-kolkata-190205>  
2/5/19, 12:08 PM - Romil Ramgaria Barc: and the game changerðŸ†ðŸ•¼ in dish tv and videocon d2h we are in landing and 3 lcms of their home page 7 am to 11 am in the morning and 7 pm to 9 pm in the evening.. 30 mn homes  
2/5/19, 12:08 PM - Romil Ramgaria Barc: Driving additional sampling  
2/5/19, 12:08 PM - Romil Ramgaria Barc: <Media omitted>  
2/5/19, 12:09 PM - Romil Ramgaria Barc: <Media omitted>  
2/5/19, 1:20 PM - Rushabh Rajesh Mehta:  
<http://www.indiantelevision.com/regulators/high-court/tata-sky-vs-trai-dth-operator-concludes-arguments-delhi-high-court-lists-case-for-8-february-190204>  
2/5/19, 1:23 PM - Rushabh Rajesh Mehta: Sir...I checked with many people on ground and with our agency...everyone confirmed there was no distribution issue observed for Zee Business during the original telecast of Piyush Goyalâ€™s interview...Also Sir...I hv shared viewership comparison of interviews of Piyush Goyal across Zee Business, CNBC Awaaz, CNBC TV18 and ET Now thru an email for your perusal  
2/5/19, 2:49 PM - PDGÂ©: Ok

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## Chat With RRP Group

2/5/19, 4:47 PM - Rushabh Rajesh Mehta: Sir...I got an update that RS Sharma has got many messages on his Twitter handle where consumers are complaining...consumer complaints are about no awareness on NCF and channel packages...therefore he had called a meeting with DPOs today morning and had blasted the representatives of most of the DPOs for not informing the consumer...Dish/Videocon and Tata Sky got most of the beating today...Mr. Sharma has asked for complete details abt the consumer awareness campaign that DPOs hv adopted...as a fallout of today's meeting...most DPOs are likely to go on a drive in informing consumers

2/5/19, 4:47 PM - PDG&@: OK

2/5/19, 5:36 PM - Rushabh Rajesh Mehta: Arasu has activated pay channels for the subscribers who hv exercised their channel choices...such subscribers as of today morning stands at abt 6.5 lacs...the remaining subscribers of Arasu do not have any access of pay channels yet

2/5/19, 5:38 PM - Rushabh Rajesh Mehta: In Andhra Pradesh cable operators are complaining that DTH operators are not doing any migration as per NTO... DTH operators hv only updated their websites while on ground they allow subscribers to recharge as per their older packages...they are likely to take it up with TRAI as well...their complain is mainly against Sun Direct for now

2/5/19, 6:02 PM - Rushabh Rajesh Mehta: Airtel and Videocon have removed some channels from their platform...shall compile the list and share it with you for your reference in some time

2/5/19, 8:20 PM - Romil Ramgaria Barc: <Media omitted>

2/5/19, 8:21 PM - Romil Ramgaria Barc: This is Hathway

2/5/19, 11:14 PM - Rushabh Rajesh Mehta: <Media omitted>

2/6/19, 10:09 AM - Rushabh Rajesh Mehta: <https://www.consumercomplaints.in/traivideocon-d2h-is-forcing-100-channels-as-mandatory-c2228664>

2/6/19, 10:10 AM - Rushabh Rajesh Mehta: Many consumers are complaining on twitter and other social forums Videocon is forcing for 100 FTA channels are mandatory

2/6/19, 10:12 AM - Rushabh Rajesh Mehta: Those who have already exercise their option are also not getting all the channels they have selected

2/6/19, 11:33 AM - Rushabh Rajesh Mehta: <Media omitted>

2/6/19, 11:33 AM - Rushabh Rajesh Mehta: ॐ'1ॐ'»DEN DELHI- ONLY SILVER PACK ON, REST ALL OFF (STAR PACKAGE, ZEE PACKAGE TOTAL OFF)

2/6/19, 11:33 AM - Rushabh Rajesh Mehta: All pay channels off only fta channels are running in den aligarh, den agra, den hathras, den gaziabad

2/6/19, 11:33 AM - Rushabh Rajesh Mehta: All pay channels off only fta channels are running in siti cable up

2/6/19, 11:36 AM - Rushabh Rajesh Mehta: In Den Delhi...interestingly Colors and Sony are running today

2/6/19, 11:42 AM - Rushabh Rajesh Mehta: Bareilly, Dehradun, Rurkee and Kotdwar den feed from Delhi. Only base pack is on. Sony and IC Package are available. zee and star package are off.

2/6/19, 11:42 AM - Rushabh Rajesh Mehta: Ghaziabad, saharanpur, moradabad are also included.

2/6/19, 11:42 AM - Rushabh Rajesh Mehta: Den Hathras all pay channels off and FTA running.

2/6/19, 1:32 PM - Rushabh Rajesh Mehta: <Media omitted>

2/6/19, 1:32 PM - Rushabh Rajesh Mehta: Den UTK

2/6/19, 1:32 PM - Rushabh Rajesh Mehta: Only Icast and sony packages ON.. zee star all r Off

2/6/19, 1:32 PM - Rushabh Rajesh Mehta: Den gwalior all pay channels Off

2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>

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Chat With RRP Group

2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: Star Plus, Sony, Zee & Sab tv on in starters at Gtpl Networks  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <https://www.umbrellacablesystems.com/>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: Owner of den enjoy Lucknow has started this new headend  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: Hathway Delhi ४४'†४४'» Movies & Kids Channels Off  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: Siti Delhi & Den Delhi - Pay channels Off & FTA Channels On  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:12 PM - Rushabh Rajesh Mehta: In total east  
 2/7/19, 6:12 PM - Rushabh Rajesh Mehta: Most of orissa Ico has switched off pay channels.  
 North East some ICO has switched off . GTPL has given 230 pack in NE  
 Bengal GTPL KCBPL is continuing all channels till date. 2 or 3 ICO is switched off some pay channels. Manthan switched off all pay GEC channels  
 2/7/19, 6:13 PM - Rushabh Rajesh Mehta: Pay channels off in TCCL  
 2/7/19, 6:13 PM - Rushabh Rajesh Mehta: DEAR cable operators  
 This is to inform that as per TRAI's notification, karnataka's every individual set top box will be converted into basic Kannada silver pack from 06-02-2019 by 12pm. please do convert into customers choice within 12-02-2019.

Thank u

Den networks

2/7/19, 6:13 PM - Rushabh Rajesh Mehta: KSCOA PRESS RELEASE.  
 Hathway company official statement has come out relating to Channels downgrading. Hathway will not be switching off all channels together, they will be switching off channels generic wise only. Example Like music on day one, Sports on Day 2 ect they will be switching off channels one by one only.

All Hathway, ( FTA) channels (free to Air channels ) will not be switched off. They will be available to Hathway LCOs on post paid basis only, till all our disputes settle down between association & LCOs.

Thanking You,

KSCOA

PRESIDENT

V.S. PATRICK RAJU.

2/7/19, 6:13 PM - Rushabh Rajesh Mehta: In E-Digital Bangalore other than south languages, Hindi and English rest are off  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: Hathway all pay channels off in east Delhi

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## Chat With RRP Group

2/7/19, 6:14 PM - Rushabh Rajesh Mehta: Siti Vision, Hathway , RVR and SSC Siddipet all channels are running as usual  
 2/7/19, 6:14 PM - Rushabh Rajesh Mehta: All Languages of Movie channels, Kids channels and all HD channels has been switched off in Hathway, Hyderabad  
 2/7/19, 6:17 PM - Rushabh Rajesh Mehta: Sir...almost everywhere pay channels are off  
 2/7/19, 6:18 PM - Rushabh Rajesh Mehta: -ISA advisory on TRAI order: Do not use BARC data for media planning for 6 weeks-

Â <http://bit.ly/2DYKL5J>

Â \*For more updates, subscribe to exchange4media's WhatsApp Channel\*-  
<https://bit.ly/2QUdLCK>

2/7/19, 6:19 PM - Romil Ramgaria Barc: Since yesterday night?  
 2/7/19, 6:19 PM - Rushabh Rajesh Mehta: Yes Sir...many of them did last night...but there are headend who hv done today morning  
 2/7/19, 6:19 PM - Rushabh Rajesh Mehta: All HD channels off in DEN Karnataka  
 2/7/19, 6:19 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/7/19, 6:19 PM - Rushabh Rajesh Mehta: All Languages of Movie channels, Kids channels and all HD channels has been switched off in Hathway, Hyderabad  
 2/7/19, 10:13 PM - Romil Ramgaria Barc: <Media omitted>  
 2/7/19, 10:13 PM - Romil Ramgaria Barc: <Media omitted>  
 2/7/19, 10:13 PM - Romil Ramgaria Barc: Dish and videocon 5 hours per day landing from 2nd Feb to 7th Feb.  
 2/7/19, 10:13 PM - Romil Ramgaria Barc: They are circulating these  
 2/7/19, 10:18 PM - PDGÂ©: Republic?  
 2/7/19, 10:19 PM - Romil Ramgaria Barc: Yes  
 2/7/19, 10:19 PM - PDGÂ©: Rushabh can you check if landing and LCN claims are true  
 2/7/19, 10:26 PM - Romil Ramgaria Barc: Rushab - what will be your estimate of actual NTO adoption in market?  
 2/8/19, 7:26 AM - Rushabh Rajesh Mehta: Sir...sorry I just saw ur message...was was extremely tired during the training so went off to sleep early yesterday  
 2/8/19, 7:27 AM - Rushabh Rajesh Mehta: Ok Sir  
 2/8/19, 7:32 AM - Rushabh Rajesh Mehta: Sir...in Urban India cable operators hv reached over 60% of their subscribers and only abt 25% of these subscribers had migrated to new plan...in rural the situation is much worse, there is more chaos...since yesterday switch offs...there is possibility of more subscribers migrating to the new plan... in DTH, Dish and Videocon are ahead where they hv done forced migration of many subscribers and subscribers are complaining that they were not informed... the others are migrating...but everyone is prioritising urban subscribers  
 2/8/19, 7:34 AM - Rushabh Rajesh Mehta: Also Sir...while I am in Bangalore I got some update abt increasing piracy...many LCOs here hv deployed DTH boxes and are down converting those channels and making available to their last mile consumers... the software used for removing the logc is also widely used...mainly they are using Sun Direct and Airtel boxes for piracy  
 2/8/19, 7:37 AM - Rushabh Rajesh Mehta: 8Y''TRAI Expects Channel Prices to Reduce, as it Refutes Report Which Confirms Cable And DTH Bills Have Gone up!  
 "The report is based on choosing top-rated channels on all-India basis and considers only one weekly report dated January 25, 2019, from TV Rating Agency, BARC," a TRAI statement said. TRAI Secretary S.K. Gupta said: "In three months, we expect prices of various channels to go down."

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## Chat With RRP Group

2/8/19, 7:37 AM - Rushabh Rajesh Mehta:

<https://www.news18.com/amp/news/tech/trai-expects-channel-prices-to-reduce-as-it-refutes-report-which-confirms-cable-and-dth-bills-have-gone-up-2027925.html>

2/8/19, 1:20 PM - PDG&C: Ground Report for Arsau after the TRAI Pack

Till now activated 250,000+ box @ Tamilalnadu

Channel activated below % in TN market

Zee Tamil : 85%

Vijay TV : 74%

Colors Tamil : 60%

Sun TV : 40%

2/8/19, 1:20 PM - PDG&C: Something that has been going around

2/8/19, 1:20 PM - PDG&C: Could be speculative

2/8/19, 5:58 PM - Rushabh Rajesh Mehta: Sir...based on telephonic conversations...most of the landing claims appears to be true...Republic is doing disruption in the market

2/8/19, 8:03 PM - Romil Ramgaria Barc: Can we estimate on how many homes he has landing

2/8/19, 9:43 PM - Rushabh Rajesh Mehta: Sir...I guess it wud b a bit difficult...but I shall try for sure

2/9/19, 5:46 PM - Rushabh Rajesh Mehta: Den bombay . Maharashtra.. all pay chanel off .. leaving Colors

2/9/19, 5:46 PM - Rushabh Rajesh Mehta: Nashik.. jalgaon.. buldana.. all mso shut down all channels

2/9/19, 5:46 PM - Rushabh Rajesh Mehta: Hathway.. maharashtra LCO black out all channels

2/11/19, 10:09 AM - Romil Ramgaria Barc: Do we have a hold on this number - even approx?

2/11/19, 10:12 AM - Rushabh Rajesh Mehta: Yes Sir...working on it... plz give another 1 hour or so...will hv something to share with you

2/11/19, 10:18 AM - Romil Ramgaria Barc: Have a meeting at 11. So try before that please

2/11/19, 10:18 AM - Rushabh Rajesh Mehta: Oh ok Sir

2/11/19, 11:22 AM - Rushabh Rajesh Mehta: Sir...in HSM Republic Bharat seems to be having availability of abt 118 million homes

2/11/19, 11:25 AM - PDG&C: And landing in how many homes?

2/11/19, 11:25 AM - PDG&C: That's very low - where all are they not available

2/11/19, 11:25 AM - Rushabh Rajesh Mehta: Sir...we are calculating that

2/11/19, 11:27 AM - Rushabh Rajesh Mehta: Sir with 118 million they hv about 91% of availability in HSM markets...bcoz total Households in HSM is abt 130 million

2/11/19, 11:28 AM - PDG&C: So 12 mn they are missing - where all?

2/11/19, 11:28 AM - Rushabh Rajesh Mehta: Yes Sir...I shall get back to you on this

2/11/19, 11:29 AM - PDG&C: Pls quickly

2/11/19, 11:29 AM - PDG&C: We are in the meeting

2/11/19, 11:29 AM - Rushabh Rajesh Mehta: Ok sir

2/11/19, 11:39 AM - Rushabh Rajesh Mehta: Sir out of abt 12 million...about 4 million is not available in DTH bcoz... Republic Bharat is not available in base pack of Tata Sky, Airtel, Independent TV (Big TV). Also it is not available in Sun Direct

2/11/19, 11:41 AM - Rushabh Rajesh Mehta: Also Sir may be about 2 million will be Antenna/Terrestrial

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#### Chat With RRP Group

2/11/19, 11:42 AM - Rushabh Rajesh Mehta: Also it is not there in base pack of Den  
2/11/19, 11:44 AM - Rushabh Rajesh Mehta: Den has abt 0.9 million in FTA pack  
2/11/19, 12:02 PM - Rushabh Rajesh Mehta: Sir GTPL Landing for Republic Bharat is not yet there...it was supposed to happen last week but didn't happen...it is there on landing at DL GTPL which is another operator in Surat...and few independent operators in Gujarat  
2/11/19, 12:18 PM - Rushabh Rajesh Mehta: Landing Page Details for Republic Bharat in HSM

Dish TV - 12 Mn  
Videocon - 11 Mn  
Siticable WB & Bihar - 3 Mn  
DL GTPL Surat - 0.2 Mn  
Independent Operators - 2 Mn approx.

The sum of all the above comes to around 28.3 Mn homes having landing page of Republic Bharat

2/11/19, 12:31 PM - Rushabh Rajesh Mehta: Also for landing at Dish TV and Videocon is not for 24 hours...it has been on landing only for few hours in a day

2/11/19, 12:54 PM - Rushabh Rajesh Mehta: BASE PACK CHARGE: TRAI sets up call center for complaints, gives phone no. 0120 6898689 or e-mail at [das@trai.gov.in](mailto:das@trai.gov.in)

The Telecom Regulatory Authority of India has issued new directions to cable and DTH operators prohibiting them from forcing any channel other than Doordarshan's on their consumers in the name of "base packs" or "basic service tier", and also set up a call center to deal with such complaints.

The move comes in the wake of hundreds of complaints on social media from consumers that their many DTH and cable operators are simply refusing to allow users to edit or change their base packs.

Instead, consumers have complained, these cable and DTH operators are telling their customers that the "base pack" cannot be changed and that any pack they add will be over and above this.

The Authority has been informed that some service providers are pushing certain packages, not allowing choice within first 100 channels, providing certain FTA channels irrespective of consumer's options etc. The Authority has taken a note of such issues and has directed the distribution platform operators to follow the regulation in letter and spirit.

The consumer choice and paying only for what the consumer wishes to watch, is the power, the new framework gives to subscribers. The subscribers are free to choose Free to Air channels and / or pay channels either on a-la-carte or in the form of bouquet or any combination thereof, even within the first one hundred channels, it said.

TRAI also gave a phone number and email ID for consumers to register their complaints about any such errant behavior by their cable or DTH operator.

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☞In case any DTH / Cable Operator is insisting on predefined pack or bouquets without providing real choices, subscribers may report the same at TRAI call centre 0120 ☞ 6898689 or e-mail at [das@traigov.in](mailto:das@traigov.in),☞ it added.

Under the rules, the base pack is supposed to be ☞"editable☞". In other words, any consumers should be able to log on to the website of the cable or DTH operator and remove any channel from his base pack or add any new channel to it.

Such a swapping of channel will not have any impact on the network charges payable by the consumer to the cable or DTH service.

However, many cable and DTH companies are learnt to have struck deals with certain channel owners to push their channels to consumers in a mandatory fashion, without giving the consumer the choice to turn their channels off.

☞Subscribers may note that the new regime empowers them to change their choices whenever they desire. They can add channels for a month or for multiple months whenever a program of their choice is broadcast, thereby providing sufficient flexibility. The subscribers can always request their service provider to modify (add or delete) their selection, even after choosing any package at present. All the subscribers are requested to choose wisely and select those channels that they wish to actually watch,☞ TRAI added.

2/11/19, 1:01 PM - PDG☞: Pls check this

2/11/19, 1:07 PM - Rushabh Rajesh Mehta: Ok Sir

2/11/19, 1:27 PM - Rushabh Rajesh Mehta: <Media omitted>

2/11/19, 1:31 PM - Rushabh Rajesh Mehta: AlsoSir...I spoke to people in ground as well...they did mention that if Den subscribers choose only their base pack, then only the channels in FTA pack will be available...however they did mentioned that subscribers who have still not exercised their option as per NTO...they wud b having access of Republic Bharat since it is a FTA channel whereas they hv only switched off pay channels for now

2/11/19, 3:28 PM - Rushabh Rajesh Mehta: The mention below channels are showing on NXT /IMCL. FTA Pack On (Pay Channels Off) except below channels

1.Star Plus

2.Zee TV

3.Sony TV

4.Colors

5.Star Sports 1

6.Ten 1

2/11/19, 3:51 PM - PDG☞: so these are showing on FTA pack?

2/11/19, 3:55 PM - Rushabh Rajesh Mehta: Yes Sir

2/11/19, 3:56 PM - Rushabh Rajesh Mehta: FTA + these important channels...the update is from Mira Road

2/12/19, 10:22 AM - Rushabh Rajesh Mehta:

<http://www.indiantelevision.com/dth/dth-operator/jawahar-goel-expects-20-reduction-in-dish-tv-s-content-cost-under-new-tariff-regime-190212>

2/12/19, 4:02 PM - PDG☞: <Media omitted>

2/12/19, 4:02 PM - PDG☞: <Media omitted>

2/12/19, 4:02 PM - PDG☞: Rushabh - call me will explain

2/12/19, 4:02 PM - PDG☞: Want you to check if this is roughly correct

2/12/19, 4:08 PM - Rushabh Rajesh Mehta: Ok Sir...just wanted to know...if after ratings meeting is fine with you

2/12/19, 4:09 PM - PDG☞: ok

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2/12/19, 4:48 PM - PDG@: the sub numbers are low because thats the kind of under declared numbers that market is operating on - specially independents and some MSOs

2/12/19, 6:55 PM - PDG@: <http://www.indiantelevision.com/regulators/tra/tra/extends-deadline-for-selection-of-tv-channels-to-march-31-190212>

2/12/19, 6:55 PM - PDG@: check this

2/12/19, 7:01 PM - Rushabh Rajesh Mehta: Sir...also it wud mean that billing will happen as per the older regime then... this is what DPOs and Broadcasters were wanting to do till March end closing...only Star opposed to this idea then...now it means that deadline of NTO is 31 March 19 8Y-5

2/12/19, 7:01 PM - PDG@: mess

2/12/19, 7:02 PM - PDG@: now all MSCs have to resore

2/12/19, 7:07 PM - Rushabh Rajesh Mehta: <Media omitted>

2/12/19, 7:07 PM - Rushabh Rajesh Mehta: <Media omitted>

2/12/19, 7:07 PM - Rushabh Rajesh Mehta: <Media omitted>

2/12/19, 7:08 PM - Rushabh Rajesh Mehta: Sir...news channels got NTO extension as breaking news

2/12/19, 7:09 PM - Rushabh Rajesh Mehta: It is like mockery of regulation...also what happened to TRAI's claims of 70% migration...if it was true, extension wud not be required na

2/12/19, 7:09 PM - PDG@: Bakwas

2/12/19, 7:23 PM - PDG@: By when can you comment on this

2/12/19, 7:25 PM - Rushabh Rajesh Mehta: Sir...I am getting updates on this...try to revert in next 15 minutes

2/12/19, 7:26 PM - PDG@: Ok

2/12/19, 9:36 PM - Rushabh Rajesh Mehta: <Media omitted>

2/12/19, 9:38 PM - Rushabh Rajesh Mehta: Sir...from numbers standpoint there are differences...I also checked with Star, Zee and Sony for this...

2/12/19, 9:38 PM - Rushabh Rajesh Mehta: Also the observations are similar for the other image which was at channel level

2/12/19, 9:58 PM - PDG@: Romil pls discuss with Rushabh and give me a distilled view Tom morning

2/13/19, 2:06 PM - PDG@: Need this 8Y-5

2/13/19, 4:51 PM - PDG@: Major switch-offs in Hyderabad?

2/13/19, 4:52 PM - Rushabh Rajesh Mehta: Sir...just wanted to confirm...you wanted to know switch offs in Hyderabad today or in general switch offs observed in last few days

2/13/19, 4:53 PM - PDG@: Today apparently Major switch-offs

2/13/19, 4:53 PM - PDG@: Pls check

2/13/19, 4:54 PM - Rushabh Rajesh Mehta: Ok Sir

2/13/19, 5:03 PM - Rushabh Rajesh Mehta: Hathway Hyderabad switched off Sun group channels, Times channels, some Star channels as well today morning

2/13/19, 5:04 PM - Rushabh Rajesh Mehta: Also Siticable might do tonight...they are discussing right now

2/13/19, 5:04 PM - Romil Ramgaria Barc: Rushab - What is the buzz in the distribution market of this extension?

2/13/19, 5:07 PM - Rushabh Rajesh Mehta: Sir...I hv been on call all throughout 8Y-5 ... the operators are confused on how to do billing till 31 March...this is bcoz Star is demanding billing as per NTO...the operators are saying if broadcasters continue to bill as per older regime they shall continue to provide channels to subscribers...but if they start demanding as per NTO...they will hv no option but to switch off

2/13/19, 5:11 PM - Rushabh Rajesh Mehta: Also I got an update where some operators are worried abt subscribers who hv migrated to new regime... what if

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they ask to ensure channel availability as per older packages...then they will hv no option but do that...bcoz the subs who migrated for them it is costlier while the subs who were laggards will get all channels at cheaper rate for another month

2/13/19, 5:14 PM - Rushabh Rajesh Mehta: Hathway Hyderabad, Maa Tv, Gemini Tv, ETv, Star plus sony, Times now, Mirror now, ET now, Sun network has been switched off

2/13/19, 6:31 PM - Rushabh Rajesh Mehta: Arasu nd Scv all pay channels bouquet Off

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: Operator hanging in Hathway office malakpet

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:48 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 7:49 PM - Rushabh Rajesh Mehta: Malakpet is in Hyderabad...the LCO hanging using cable wires drama happened in Hathway office in Hyderabad today morning

2/13/19, 7:49 PM - PDG&: 8Y~8

2/13/19, 7:50 PM - Rushabh Rajesh Mehta: Hathway LCOs in Hyderabad (Liberty Circle) are doing agitations/Dharna everyday regarding Full share in NCF and channels switch off

2/13/19, 7:50 PM - Rushabh Rajesh Mehta: Dear All operators today at 3pm plz gather at

TRAI Regional Office - Hyderabad

Room No 31-35

Regional Telecom Training Center, BSNL

Gachibowli, Hyderabad

Telangana. To meet TRAI authority & tell them Hathway management disconnecting the channels and creating problems to our subscribers. Plz come on time.

TSCOWA, GHRR.

2/13/19, 8:04 PM - PDG&: Rushabh for say 49 charged by say Star to consumer - whats the split technically between Broadcasters MSOs and LCOs

2/13/19, 8:04 PM - PDG&: Percentage terms

2/13/19, 8:04 PM - PDG&: In the new regime

2/13/19, 8:15 PM - Rushabh Rajesh Mehta: Sir...out of Rs.49, Star will hv to pay 20% as distribution margin to MSO...MSO and LCO can have their own separate agreement as per their mutual terms...however if they fail to arrive at mutual consent...then TRAI recommends 55% - 45% share of all revenue sharing between MSO and LCOs

2/13/19, 8:16 PM - Romil Ramgaria Barc: 55/45 on the 20%

2/13/19, 8:18 PM - PDG&: Ok

2/13/19, 9:34 PM - Rushabh Rajesh Mehta: <Media omitted>

2/13/19, 10:32 PM - Rushabh Rajesh Mehta: The appeal that was done by TSCOWA (Telangana State Cable Operators Welfare Association) to do dharna at TRAI office today was a failure bcoz only abt 10-12 LCOs turned up

2/14/19, 8:44 AM - PDG&: Rushabh send the indiastar packs here

2/14/19, 8:47 AM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 8:48 AM - Rushabh Rajesh Mehta: Sir the above document is of 98 pages...the bouquets start from page number 35 onwards

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2/14/19, 8:50 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/14/19, 8:51 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/14/19, 8:51 AM - PDG&@: Don't send all  
 2/14/19, 8:52 AM - Rushabh Rajesh Mehta: Sir...first one was for Viacom18 and Network18, 2nd for ETV channels and 3rd for Turner channels...all these are distributed by IndiaCast  
 2/14/19, 8:52 AM - PDG&@: Ok  
 2/14/19, 10:23 AM - Rushabh Rajesh Mehta: Nxt Digital mein Star or colors package off  
 2/14/19, 10:27 AM - PDG&@: Is there a indiacast pack  
 2/14/19, 10:28 AM - PDG&@: People keep referring it's the cheapest with a lead GEC  
 2/14/19, 10:33 AM - Rushabh Rajesh Mehta: Fastway cable ne operator ko Bina bataye Kal raat 9Baje Zee aur Disney UTV ke package band Kar diye....  
 2/14/19, 11:04 AM - Rushabh Rajesh Mehta: 7 Star Juhu all pay channels are switched off  
 2/14/19, 11:05 AM - Rushabh Rajesh Mehta: In compliance with new tariff order Fastway&@'s is migrating customers to Best Fit Plan as per instructions of Hon'ble Regulator .

ZEE and DISNEY shall be missing from initial activation .

Any customer wanting to change the pack may do so later with various methods as already detailed.

2/14/19, 11:11 AM - Rushabh Rajesh Mehta: Sir...there is no pack with Indiacast name...however they are promoting Value pack which is for Rs.25 (excl GST)  
 2/14/19, 11:11 AM - Rushabh Rajesh Mehta: Icast has  
 Hindi Budget Pack - Rs.22 (17 Channels)  
 Hindi Value Pack - Rs.25 (20 Channels)  
 Hindi Family - Rs.35 (24 Channels)

Price excl GST

2/14/19, 11:15 AM - Rushabh Rajesh Mehta: Yes Sir...bcoz Colors is available even in their budget pack of Rs.22  
 2/14/19, 11:20 AM - PDG&@: What all channels in this  
 2/14/19, 11:34 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/14/19, 11:34 AM - Rushabh Rajesh Mehta: IndiaCast Hindi Value Pack Channel List  
 2/14/19, 11:48 AM - Rushabh Rajesh Mehta: Digi9 Lucknow Cable Network  
 All pay channels off,  
 Only StarPlus,Zee tv,Sony TV,Colors,Star Sports Hindi,Aaj Tak & Aaj Tak tej on  
 2/14/19, 11:56 AM - Rushabh Rajesh Mehta: Rizwan Digital Yavatmal - Pay & FTA Channels Off  
 2/14/19, 12:07 PM - Rushabh Rajesh Mehta: Sir...after IBF press release yesterday asking operators to pay as per NTO...massive switch offs are being reported  
 2/14/19, 12:10 PM - PDG&@: Yes has to be  
 2/14/19, 12:57 PM - Rushabh Rajesh Mehta: Hathway Mumbai...only providing pay channels to subscribers who hv migrated to NTO...for others they hv switched off  
 2/14/19, 1:01 PM - Rushabh Rajesh Mehta: Also today being 14 date of the month ... as per NTO requirement...cable operators will hv to report active subscribers as on today evening and will be reported to TRAI and broadcasters  
 2/14/19, 1:07 PM - Rushabh Rajesh Mehta: In Hathway Hyderabad, Times now, Mirror now, ET now,Sun network has been switched off and all competiton news channels

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are running( CNN News 18, NDTV 24\*7, News X, India Today, wion, RPTV, CNBC TV 18, NDTV Profit, BTVI)

2/14/19, 1:07 PM - Rushabh Rajesh Mehta: Signet successfully migrated 55%....but for those subscribers who are not opted yet for any of 4 packs of signet,,services are active (both pay and FTA) (pay Channels are limited compared to pre NTO pack) for them but the value of those services is not exceeding beyond Rs 378/- which is the exact value of Signet's 1st Base pack.. This move will ensure their minimum collection even though consumer has not submitted the CAF form..

2/14/19, 1:07 PM - Rushabh Rajesh Mehta: Signet is an operator in Vasai Virar pocket of Thane region

2/14/19, 2:13 PM - Rushabh Rajesh Mehta: NXT - Pay Channel Off FTA Channel On - Gujarat

2/14/19, 2:13 PM - Rushabh Rajesh Mehta: IMCL - Pay Channels Off FTA Channels On - Gujarat

2/14/19, 4:08 PM - Rushabh Rajesh Mehta: SATELITE VISION DIGITAL LAJPAT NAGAR All pay channels are OFF

2/14/19, 4:37 PM - Rushabh Rajesh Mehta: Sir...I got an update that in UP...many Den LCOs are breaking away with Den and trying to form their own headends or form a joint venture with MSOs so that their revenue share does not go down...else they are worried that LCOs might no longer be able to survive

2/14/19, 4:39 PM - PDG&@: Hmmm

2/14/19, 5:31 PM - Rushabh Rajesh Mehta: Sir...I got an update that Digicable after losing its operator license...it&™s founder Mr. Jagjit Singh Kohli is funding LCOs of Den to set up their own independent headends...Den LCOs in Dombivli and Badlapur hv set up own headends with the financial support of Mr. Kohli...also he is funding UP based Den LCOs... Also Mr. Nagesh Chhabria founder of BRDS network in Maharashtra and Karnataka is funding many IN Cable LCOs... both of them have deep pockets...they apparently are also in conversation with LCOs associated with Hathway...this will trigger major chaos...the motive of these people to target Den & Hathway LCOs is to reach last mile before Reliance Jio can make any inroads...wud be interesting to see what happens next &Y-S

2/14/19, 5:39 PM - PDG&@: &Y-S

2/14/19, 5:43 PM - Rushabh Rajesh Mehta: Hathway LCO&™s doing protest in front of Bangalore office now.

2/14/19, 5:44 PM - PDG&@: Hmmm

2/14/19, 5:43 PM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 5:47 PM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 5:47 PM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 5:47 PM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 5:47 PM - Rushabh Rajesh Mehta: Latur madhe control room la aag lavli

2/14/19, 5:47 PM - Rushabh Rajesh Mehta: It is written in Marathi...it means that a cable operator&™s office was burnt by the protesters in Latur, Maharashtra today

2/14/19, 5:49 PM - PDG&@: Yes

2/14/19, 7:58 PM - Rushabh Rajesh Mehta: <Media omitted>




2/14/19, 10:17 PM - Romil Ramgaria Barc: Only bharat switched off among all news channel on Hathway in Mumbai

2/14/19, 10:41 PM - Rushabh Rajesh Mehta: Sir I hv Hathway connection...in my home Republic Bharat is available on LCN number 199

2/14/19, 10:42 PM - Rushabh Rajesh Mehta: <Media omitted>

2/14/19, 10:43 PM - Rushabh Rajesh Mehta: Zee News is not available in my home right now

2/14/19, 10:43 PM - Romil Ramgaria Barc: At my place not there

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## Chat With RRP Group

2/14/19, 10:43 PM - Romil Ramgaria Barc: Some issue with HD box configuration  
 2/14/19, 10:57 PM - Rushabh Rajesh Mehta: Hathway bombay maharashtra.. all pay channels OFF.. except Colours nd colors marathi... nd FTA only  
 2/15/19, 8:55 AM - Rushabh Rajesh Mehta: <Media omitted>  
 2/15/19, 8:55 AM - Rushabh Rajesh Mehta: In cable office main babal Controlroom bhand  
 2/15/19, 8:55 AM - Rushabh Rajesh Mehta: Vadodara  
 2/15/19, 11:36 AM - Rushabh Rajesh Mehta:  
[https://www.afags.com/news/story/54449\\_Medis-BJP-and-Rahuls-Congress-rap-Gully-Boy-style-woo-100-million-first-time-voters](https://www.afags.com/news/story/54449_Medis-BJP-and-Rahuls-Congress-rap-Gully-Boy-style-woo-100-million-first-time-voters)  
 2/15/19, 12:55 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/15/19, 12:57 PM - PDG&: ॐ४'ॐॐॐॐ  
 2/15/19, 12:58 PM - PDG&: Are you working on the female voter part?  
 2/15/19, 1:15 PM - Rushabh Rajesh Mehta: Yes Sir...the work has started...will try to share the deck next week Sir...currently we hv extracted data for half of elections covered in last 2 years ...likely to complete data extractions by tomorrow or at max Monday  
 2/15/19, 1:40 PM - Rushabh Rajesh Mehta: SITI Network Digital Bangalore - All Pay Channels  
 Off only Running FTA Channels  
 2/15/19, 1:40 PM - Rushabh Rajesh Mehta: SITI Network Digital Challakere - Pay Channels Off FTA Channels On  
 2/15/19, 1:40 PM - Rushabh Rajesh Mehta: Victory Digital Devengare - FTA Channels On Pay Channels Off  
 2/15/19, 3:13 PM - Rushabh Rajesh Mehta:  
<https://twitter.com/shashidigital/status/1096341838330351616?s=12>  
 2/15/19, 3:14 PM - Rushabh Rajesh Mehta:  
<https://twitter.com/shashidigital/status/1096341204407480320?s=12>  
 2/15/19, 3:16 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/15/19, 3:16 PM - Rushabh Rajesh Mehta: Channels switch off status of South states ā\*  
 2/15/19, 3:54 PM - Romil Ramgaria Barc: <Media omitted>  
 2/15/19, 5:09 PM - Rushabh Rajesh Mehta:  
[http://prasarbharati.gov.in/pbcircular/Administration\\_401594.pdf](http://prasarbharati.gov.in/pbcircular/Administration_401594.pdf)  
 2/15/19, 5:11 PM - Rushabh Rajesh Mehta: <Media omitted>  
 2/15/19, 5:24 PM - Rushabh Rajesh Mehta: In DEN Karnataka - Karnataka Gold 289 pack and BST Karnataka 1 is active by default now.  
 2/15/19, 5:24 PM - Rushabh Rajesh Mehta: In Siti Cable Bangalore - All FTA channels are running, All Zee channels are running by default. Rest all paychannels are scrambled.  
 2/15/19, 5:30 PM - Rushabh Rajesh Mehta: In E-Digital - All FTA channels are running and by default Best Fit Pack is running .  
 2/15/19, 5:46 PM - Rushabh Rajesh Mehta: In Kable First - All FTA channels and by default Best Fit Pack is running (multiple option of BFPacks depends up on what customer pays now)  
 2/15/19, 10:45 PM - Rushabh Rajesh Mehta: IMCL Bangalore - FTA channels and Kannada Starter Pack ( ā, 230) and for higher paid customers Kannada Plus Pack ( ā, 298) is rolled out to All STB&™s which are not done selection.  
 2/16/19, 6:29 PM - PDG&: <https://www.livemint.com/industry/media/tv18-writes-to-trai-regarding-incorrect-genre-categorization-of-republic-bharat-1550290087706.html>  
 2/16/19, 6:58 PM - Rushabh Rajesh Mehta: Sir...In all major operators it is available in Hindi News Genre only...may be in some independent operators because of landing page they might be appearing with gec channels

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#### Chat With RRP Group

2/16/19, 7:30 PM - Romil Ramgaria Barc: <Media omitted>  
2/16/19, 7:39 PM - Rushabh Rajesh Mehta: Sir...so it means they hv done this only in very very small networks...no major headend covered under different genre as such na  
2/16/19, 7:47 PM - Romil Ramgaria Barc: Yes - not yet done - they are planning to do - hence success rate might also be low  
2/18/19, 7:56 PM - Rushabh Rajesh Mehta: Sir...BJP Shiv Sena confirm alliance for upcoming Lok Sabha polls...news just out now  
2/18/19, 7:56 PM - Rushabh Rajesh Mehta: After almost a month they are making it public ðŸ™Š  
2/18/19, 7:56 PM - PDGÂ©: K  
2/19/19, 4:22 PM - Rushabh Rajesh Mehta: Sir...Sony Entertainment channel is not there on landing page on Hathway anymore...at my home it went away on Sunday but in some other areas it happened yesterday  
2/20/19, 9:41 AM - Rushabh Rajesh Mehta: Mumbai, Hyderabad Cable TV Users Face Blackout; Cable Firms Seek Police Help In Controlling Situation!

In an interesting development, thousands of Cable TV users in Mumbai are knocking at the doors of their local cable operators, because they are facing a blackout of all channels.

This has happened due to the implementation of new Cable TV Rules, with effect from February 1st.

The situation was so tense this weekend, that the local cable operators had to seek police help to diffuse the situation.

Meanwhile, in Hyderabad too, Cable TV users are facing a harrowing time, as they are not able to access any Pay Channels.

Where is Best Fit Plan mandate, as ruled by TRAI for all Cable TV operators?

Mumbai: Police Assistance Needed For Controlling The Situation  
Since last week, thousands of Cable TV users in and around Thane are facing blackout, as the local cable TV operators are not able to provide them transmission.

These angry users went to their local cable operators, and things turned nasty. The local cable operators are helpless, and the customers angry.

Such was the anger, and the local cable operators had to contact police help to diffuse the situation.

One such Cable TV subscriber, Sandip Yadav said, "Despite paying the subscription fees in advance, TV channels have gone off air. The cable operator who said he needed my signatures on some forms for resumption of services has now gone incommunicado."

The local cable operators in Thane has sent a letter to all six police stations under Mira Road and Bhayandar divisions of the Thane (rural) police, and have informed them that the blackout is happening due to Hathaway Digital, which is the multiservice operator (MSO) there.

MSO Still Waiting For Deadline?

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In their defense, Hathaway Digital has said that "only" pay channels are stopped, FTA are still running.

Rajeev Mehra from Hathaway said, "It is true that March 31 is the deadline, but the step is aimed at giving momentum to the selection process. Once the subscriber chooses the channels, the services are immediately restored. However, free-to-air channels have not been restricted."

ameer Vichare, consultant "Subscriber Management System (SMS) and Central Access System (CAS)", has said that the blackout happened as there was a confusion.

TRAI has already ordered all cable operators that in case a consumer has not chosen any new pack, then a "Best Fit Plan" can be created by the operator, and the user should be proactively moved into the plan.

TRAI has repeatedly said that there should be no blackout of any channel during this transition.

Cable TV Users In Hyderabad Too Face Blackout  
The same situation is in Hyderabad as well.

Pay channels have been stopped for cable TV users in several areas of the city, and the cable operators are still fumbling with the Best Fit Plan.

Extension of deadline to March 31st has complicated the issue it seems. Now, the consumers who are not able to watch their favorite pay channels are awaiting the next move by their local cable TV operators.

2/20/19, 3:38 PM - PDG@: \*Estimated numbers of Arasu\*

@ Arasu has released SMS report of 17 lakhs homes (of their 28 lakh)

- o 5.17 Lakh homes 30% have taken Rs 99 Pack
- o 7 lakhs (30%) have gone for Ala carte or bouquets
- o 5 lakh homes are running FTA and not chosen any pay channel

@ \*Current Status\*

- o Zee Tamil 67%
- o Sun TV 62%
- o Star Vijay 56%
- o Colors Tamil 47%
- o Colors Tamil has 7.63 Lakh subscribers split as (2.46 L ala carte+5.17 through bouquet)

@ Only 7-8 Channels in TN have crossed 1 Lakhs subs

@ Nick has 50k subscribers

2/20/19, 3:38 PM - PDG@: Estimates from a source in Colors Tamil....Zee Tamil being subscribed more than Sun or Vijay

2/20/19, 11:10 PM - Rushabh Rajesh Mehta: UCN pan .. Pay channels OFF .. ONLY FTA S RUNNG

2/20/19, 11:10 PM - Rushabh Rajesh Mehta: Triveni digital rishikesh pay channels OFF.ony FTA runnung

2/20/19, 11:10 PM - Rushabh Rajesh Mehta: SR Indore Name Chang Anaadi tv

2/20/19, 11:10 PM - Rushabh Rajesh Mehta: <Media omitted>

2/21/19, 9:52 AM - Rushabh Rajesh Mehta: <https://www.televisionpost.com/dpos-must-get-representation-in-barco-india-tata-sky-tells-trai/>

2/22/19, 11:25 AM - Rushabh Rajesh Mehta: <Media omitted>

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Chat With RRP Group

2/23/19, 12:24 PM - PDG&O: Pls check from market - apparently star has started deep discounts in packs to MSOs - mainly eyeing coming IPL  
2/23/19, 12:24 PM - PDG&O: Whereas zee is still not  
2/23/19, 12:35 PM - Rushabh Rajesh Mehta: Ok Sir  
2/23/19, 12:35 PM - Rushabh Rajesh Mehta: I shall get back to you  
2/23/19, 12:37 PM - Rushabh Rajesh Mehta: <Media omitted>  
2/23/19, 12:37 PM - Rushabh Rajesh Mehta: Channel should be placed only at 1 place (no dual) and it should be placed in only Genre declared by the broadcaster and not outside channel's Genre.  
2/23/19, 1:00 PM - Rushabh Rajesh Mehta: <Media omitted>  
2/23/19, 1:04 PM - Rushabh Rajesh Mehta: Sir...Star did this arrangement with GTPL wherein after FTA pack the next pack of GTPL is for Rs.250 in Gujarat and HSM markets and Rs.270 in Maharashtra...in these packs they hv introduced Star Channels...as a result there are people saying that Star is giving a discount...however, Star&O's official position is that they are not giving any discount  
2/23/19, 1:09 PM - Rushabh Rajesh Mehta: Earlier GTPL had only IndiaCast Base bouquet now they hv added Star as well...the rumour are going around that Star has given the pack between Rs.22-26 range...however as per NTO Star can only give a maximum discount of 35% which comes to Rs.32 below which they cannot give the discount...if they are giving more then it wud b a separate deal of marketing which is outside of NTO&O's purview  
2/23/19, 1:19 PM - Rushabh Rajesh Mehta: Volvo takes recruiting to a new level.. #AI .. they are doing something revolutionary..  
2/23/19, 1:19 PM - Rushabh Rajesh Mehta: <Media omitted>  
2/23/19, 1:29 PM - Rushabh Rajesh Mehta: Star&O's first discount deal closed with GTPL...they hv initiated talks with Hathway & Den as well...in the next week they are having a meeting with Siticable as well  
2/23/19, 1:40 PM - PDG&O: K  
2/23/19, 2:33 PM - Rushabh Rajesh Mehta: Sir...Star is offering 35 percent flat discount to MSOs if 40-50 percent subscribers take Star package...this is the official narrative, however Star is offering other additional incentives in form of marketing and merchandise as well  
2/23/19, 3:57 PM - PDG&O: Check Gujarat figures  
2/23/19, 6:39 PM - Rushabh Rajesh Mehta: Sir...close to 4.5 Mn subscribers of GTPL are in the range of Rs.250 pack range...those who hv migrated as per NTO as well as others who are yet to migrate...GTPL is migrating them as part of best fit plans  
2/24/19, 10:52 AM - Rushabh Rajesh Mehta: <Media omitted>  
2/24/19, 10:52 AM - Rushabh Rajesh Mehta: This game is going to be played at a different level now  
2/24/19, 10:59 AM - Romil Ramgaria Baro: Ya  
2/25/19, 10:44 AM - Rushabh Rajesh Mehta: DD free Dish will dropped these channels from 28th Ferbruary Midnight

- 1 #Sony\_Wah
- 2 #Star\_Utsav\_Movies
- 3 #Zee\_Anmol\_Cinema
- 4 #Rishtey\_Cineplex
- 5 #Sony\_Pal
- 6 #Star\_Bharat
- 7 #Star\_Utsav
- 8 #Zee\_Anmol

समक्ष भारोपेक्षित चंय  
फेब्रुअरी  
रुह  
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## Chat With RRP Group

9 #Rishtey\_Tv  
 10 #Cinema\_Tv  
 11 #Wow\_Cinema  
 12 #Housefull\_Movies  
 13 #Housefull\_Action  
 14 #Naptol  
 15 #Homeshop\_18  
 16 Sadhna tv

2/26/19, 12:07 PM - Rushabh Rajesh Mehta: Star Plus removed from landing page on In Digital and NXT digital since yesterday night (25th Feb'19).  
 2/27/19, 10:38 AM - Romil Ramgaria Barc: <Media omitted>  
 2/27/19, 11:08 AM - Rushabh Rajesh Mehta: Ok Sir... I shall get back to you on this  
 2/27/19, 1:01 PM - Romil Ramgaria Barc: <Media omitted>  
 2/27/19, 1:02 PM - Romil Ramgaria Barc: Tata Sky also they have fallen without any change right?  
 2/27/19, 1:02 PM - Rushabh Rajesh Mehta: Yes Sir  
 2/27/19, 6:42 PM - Rushabh Rajesh Mehta: Hello Sir... I got an update on Zee Tamil in Tamil Nadu...

Arasu has abt 2.8 mn Digital subscribers...out of which when they were trying to convert them to NTO packaging, Arasu was unable to locate abt 0.6 mn subscribers...therefore in the remaining subscribers that they hv is abt 2.2 mn... also Zee Tamil's penetration amongst Arasu digital subscribers stands at abt 75-80% as of now...while that of Sun TV and Star Vijay is less than 70%...the reason given for this is Zee Tamil package is available for Rs.10 while Star Tamil package is available for Rs.25 and Sun Tamil package at Rs.40...

Also many independent operators in Tamil Nadu are preferring Zee Tamil over Sun purely based on price offering

2/27/19, 6:44 PM - PDG&: pls check last week numbers - does this tally with numbers for Zee tamil and sun as being reported by us?  
 2/27/19, 6:46 PM - Rushabh Rajesh Mehta: Ok Sir  
 2/28/19, 11:46 AM - PDG&: Sir did it  
 2/28/19, 11:46 AM - PDG&: Freedish  
 2/28/19, 11:46 AM - PDG&: In 8 million homes of WWILs HSM Market, Republic Bharat upgraded to Top 3 LCN. We replaced News 18 India and are in between India TV and ABP news.  
 2/28/19, 11:47 AM - PDG&: from Republic's  
 2/28/19, 11:48 AM - Rushabh Rajesh Mehta: Siti Delhi change News18 india 301to299  
 Republic bharat 307 to 301  
 307 not showing  
 2/28/19, 11:49 AM - Rushabh Rajesh Mehta: Yes Sir in Siticable Republic Bharat has replaced LCN of News18 India...but also News18 India's LCN got upgraded  
 2/28/19, 11:49 AM - PDG&: ah ok  
 2/28/19, 11:53 AM - PDG&: upgraded to?  
 2/28/19, 11:55 AM - Rushabh Rajesh Mehta: Sir LCN number got upgraded from 301 to 299 for News18 India  
 2/28/19, 11:55 AM - PDG&: ok  
 2/28/19, 11:56 AM - Rushabh Rajesh Mehta: Sir also Star has done the discounted deal with Den something similar to what they did with GTPL...m trying to get the commercial updates on it...talks are on with Hathway and Siticable  
 2/28/19, 11:57 AM - PDG&: ok

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## Chat With RRP Group

2/28/19, 11:57 AM - Rushabh Rajesh Mehta: Also Sony has initiated talks with GTPL to put its channels in the first pack after FTA pack where Star and IndiaCast are available

2/28/19, 11:57 AM - PDG&C: Hmm

2/28/19, 11:58 AM - PDG&C: Discounting?

2/28/19, 12:00 PM - Rushabh Rajesh Mehta: Sir with GTPL Star is giving flat discount of 35% on top of it they are spending on marketing / merchandising as well...therefore effective rate is coming between Rs. 22-26 per sub while they are charging Rs.49 from other operators

2/28/19, 12:00 PM - PDG&C: Sony?

2/28/19, 12:00 PM - PDG&C: Zee?

2/28/19, 12:01 PM - PDG&C: Colors is 25 right?

2/28/19, 12:01 PM - Rushabh Rajesh Mehta: Sir the base pack of Colors is Rs.22, Sony is at Rs.31, Zee at Rs. 39 and Star at Rs.49

2/28/19, 12:10 PM - PDG&C: K

2/28/19, 12:17 PM - Rushabh Rajesh Mehta: Sir...if every broadcaster ensures availability of channels in the first pack after FTA pack...the essence of packaging will be lost...indirectly NTO will become null and void ðŸ˜Š

2/28/19, 2:46 PM - PDG&C: This is to bring to your notice that in the following networks \*Aaj Tak is NOT\* available in Basic FTA pack of -

IMCL - All India

Wwil - Delhi / Haryana / UP

GTPL - Parts of Rajasthan

Den - Parts of UP

Airtel DTH

TATASKY DTH

IS TV - Imphal

Barak comm - Imphal

2/28/19, 3:09 PM - Rushabh Rajesh Mehta: Sir... got an update that Star has done a deal with Den at Rs.20-22 per subscriber per month...on paper it will be 35% discount...the remaining payout in form of marketing expense

2/28/19, 3:10 PM - PDG&C: Hmmm

2/28/19, 6:58 PM - PDG&C: All kids channels are pay?

2/28/19, 6:59 PM - Rushabh Rajesh Mehta: Yes Sir

2/28/19, 7:57 PM - PDG&C: Date 28-02-19

State:AP

District:vizag

MSO:SITI

Time band:6:30-8pm

Channels

Zee telugu-no

Etv telugu-no

Star maa-no

Gemini-no and four channels packages also not available

2/28/19, 7:57 PM - PDG&C: Full black out by Siti in AP/TS

2/28/19, 9:05 PM - Romil Ramgaria Barc: Any indication of news channels where deal has not happened?

2/28/19, 10:05 PM - Rushabh Rajesh Mehta: Sir...apologies for late reply...

Abt Siticable in AP, the update was pay channels were already switched off from 13 Feb night onwards and then some operators of Siticable started doing piracy because Independent operators were also doing piracy... therefore at many places major gec and movie channels were available...the subscribers who hv migrated as per NTO do hv access to pay channels

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## Chat With RRP Group

2/28/19, 10:09 PM - Rushabh Rajesh Mehta: Sir...on news channels...I am getting very good feedback abt TV Today channel bouquet...they hv priced at Re.1 per sub per month and they are giving Aaj Tak, India Today and Tez...1 rupee bouquet price tag is working very well...many operators are also talking abt it and are carrying it...1 operator each in Maharashtra and West Bengal mentioned that ABP network could also hv done such strategy instead of converting into FTA...TV Today internal calculation aims of garnering over Rs.100 crores from subscription revenue on an annualised basis

2/28/19, 10:11 PM - Rushabh Rajesh Mehta: Also news channels are paying carriage mostly at the earlier rate only and not as per NTO calculation...at least the major channels are getting deals in place with MSOs...shall try to share more details on it

2/28/19, 10:14 PM - PDG@: So 100 cr sub income - against that what would be their carriage expenses?

2/28/19, 10:46 PM - Rushabh Rajesh Mehta: Sir...their calculation doing the rounds is TV Today network carriage to be around Rs.25-30 crores but they will be fine even if it is around Rs.35-40 crores

2/28/19, 10:47 PM - PDG@: Doubt it will be that low honestly

2/28/19, 10:47 PM - PDG@: But let's check

2/28/19, 10:48 PM - Rushabh Rajesh Mehta: Yes Sir...bcoz they were paying more carriage than subscription across many operators...but they feel this is the opportunity to get it corrected

2/28/19, 10:49 PM - Rushabh Rajesh Mehta: Lets see how it goes ðŸˆŠ

3/1/19, 8:12 AM - Romil Ramgaria Barc: <Media omitted>

3/1/19, 12:13 PM - Rushabh Rajesh Mehta: Hello Sir...I got an update on Den...Star started a conversation with Den in discounted deals before they started with GTPL...however GTPL was able to roll out faster and they got it implemented on Wk8 Wednesday evening...Den got it only in Wk9...they were unable to do it in Wk8 as Star was claiming during yesterday meeting

3/1/19, 12:13 PM - Romil Ramgaria Barc: Hmm

3/1/19, 12:17 PM - PDG@: did data show the GTPL effect?

3/1/19, 12:17 PM - PDG@: check data of week 9 for DEN too

3/1/19, 12:17 PM - PDG@: also how did the meeting go yesterday with star

3/1/19, 12:18 PM - PDG@: anyone filing the report?

3/1/19, 12:19 PM - Rushabh Rajesh Mehta: Sir...GTPL full week impact will come in week 9...bcoz in week 8 only 2 days was there from packaging standpoint

3/1/19, 12:20 PM - PDG@: ok

3/1/19, 12:22 PM - Romil Ramgaria Barc: Good morning Sir!

We have observed following Hindi GEC & Movie channels getting replaced by other channels (mostly by DD channels) on Freedish-

Star Utsav - DD Bharati

Star Bharat - DD North East

Rishtey - DD MP

Sony Pal - DD UP

Zee Anmol - DD Urdu

Sony Wah - Republic Bharat (just 1 place before Aaj Tak)

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## Chat With RRP Group

Star Utsav Movies - DD Rajasthan

Zee Anmol Cinema - DD Bihar

Rishtey Cineplex - DD India

3/1/19, 12:23 PM - Rushabh Rajesh Mehta: Also we mentioned that Star Plus Landing page went away on IN Cable and NXT Digital (Hits platform of IN Cable)...bcz of which their gain in GTPL will get nullified to an extent... they are hopeful of Den packaging improvement delivering in week 9...since week 9 is a heavy news week we wud see whether Den benefits in week 9 or later

3/1/19, 12:24 PM - Rushabh Rajesh Mehta: Star was also saying abt Dish and Videocon combined having reduced subscriber base over time

3/1/19, 12:24 PM - Romil Ramgaria Barc: Also the other discussion was around dish videocon weigtage which should be lower compared to year back and Tata Sky is going up

3/1/19, 12:24 PM - Romil Ramgaria Barc: We need to check that and also triangulate the numbers with others

3/1/19, 12:24 PM - PDGAS: has Gaurav understood the implications of the statement "deals in place"?

3/1/19, 12:25 PM - PDGAS: they mean - they think this is happening on ground? or our results?

3/1/19, 12:25 PM - Romil Ramgaria Barc: Meeting again next week with them. This will be another rounds like last year - looks like

3/1/19, 12:26 PM - Romil Ramgaria Barc: But distribution team was not agressive as they were last year

3/1/19, 12:26 PM - PDGAS: hummm

3/1/19, 12:27 PM - PDGAS: hope Gaurav is convinced that we reflect ground

3/1/19, 12:27 PM - Romil Ramgaria Barc: He will not agree full yet. But he seemed ok. Same pressure building thing.

3/1/19, 2:04 PM - Romil Ramgaria Barc: This is to bring to your notice that in the following networks \*Aaj Tak is NOT\* available in Basic FTA pack of -

IMCL - All India

Wwil - Delhi / Haryana / UP

GTPL - Parts of Rajasthan

Den - Parts of UP

Airtel DTH

TATASKY DTH

IS TV - Imphal

Barak comm - Imphal

3/1/19, 2:05 PM - Romil Ramgaria Barc: Basic will be 20% more then the second pack?

3/1/19, 2:34 PM - Rushabh Rajesh Mehta: Yes Sir it appears like

3/1/19, 5:56 PM - Rushabh Rajesh Mehta: Hello Sir...Anukruti and Shivani hv shared with you two insight papers on Languages impact on TV viewing and First Time Women Voters respectively ... both of them hv done it completely on their own

3/5/19, 1:41 PM - PDGAS: Who is independent television

3/5/19, 1:42 PM - PDGAS: Dth ?

3/5/19, 1:54 PM - Rushabh Rajesh Mehta: Sir...Reliance Big TV got renamed as Independent TV after Reliance (Anil Ambani) moves out

3/5/19, 1:56 PM - PDGAS: Ok

3/5/19, 1:56 PM - Rushabh Rajesh Mehta: Also Sir...my mother underwent angiography and I was with the Doctor when Nitika was calling me hence cud not

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## Chat With RRP Group

take up the call...I had informed Derrick abt being unable to come to office today but I shud hv also informed both of you as well...my apologies Sir ðŸ™•.

3/5/19, 1:56 PM - PDGÂ©: No issues

3/5/19, 1:56 PM - PDGÂ©: Take care

3/5/19, 1:57 PM - Rushabh Rajesh Mehta: Thank you Sir...I will be there tomorrow in the office

3/5/19, 2:05 PM - Romil Ramgaria Barc: Take care rushabh

3/7/19, 7:00 PM - PDGÂ©: Did news18 shift on Freedish?

3/7/19, 7:00 PM - PDGÂ©: Or the interchange was between news18 up and Rajasthan

3/7/19, 7:24 PM - Rushabh Rajesh Mehta: Sir...News18 Rajasthan is now available on the slot where News18 India was available before auction...News18 India got shifted to a test slot...News18 UP is also shifted to an earlier test slot

3/7/19, 8:37 PM - Romil Ramgaria Barc: It was a swap between Rajasthan and news 18

3/7/19, 9:00 PM - Romil Ramgaria Barc: Rushabh - Bharat viewership has gone up significantly this week. Please check if they have done some changes in distribution on ground

3/7/19, 9:09 PM - Rushabh Rajesh Mehta: Ok Sir

3/8/19, 11:10 AM - Rushabh Rajesh Mehta: Star Plus added back on landing page on In Digital and NXT digital on (5th Mar'19) Tuesday Wk'10.

3/8/19, 11:10 AM - Romil Ramgaria Barc: ðŸ™•

3/10/19, 11:15 AM - PDGÂ©: <https://timesofindia.indiatimes.com/blogs/politics-first/new-tv-tariff-regime-may-prove-costly-for-modi-in-the-ls-polls/>

3/10/19, 11:16 AM - PDGÂ©: Was unavailability of channels reason for lower lift of regional news?

3/10/19, 11:16 AM - PDGÂ©: Who is working on this

3/10/19, 11:33 AM - Rushabh Rajesh Mehta: Sir...the DPOs are carrying most of the news channels both national and regional news channels...however the final availability at the subscriber household depends on the channel selection done by the subscriber... also many regional news channels are FTA...also NTO transition is around 60%...therefore pay regional news channels might suffer if subscribers hv not migrated to NTO but the FTA regional channels will not have any issue

3/10/19, 12:42 PM - Romil Ramgaria Barc: News18 isn't landing page on Hathway now

3/10/19, 12:54 PM - Rushabh Rajesh Mehta: Sir...this is very interesting...bcz in my home there is no landing page...only Hathway home channel is running ðŸ™•

3/10/19, 1:00 PM - Romil Ramgaria Barc: ðŸ™•

3/10/19, 1:09 PM - PDGÂ©: News18 will be desperate to get its 5th position back if not grow

3/10/19, 4:12 PM - Romil Ramgaria Barc: Can you check the position of Bharat on in digital / hope itâ€™s not landing?

3/10/19, 5:43 PM - Rushabh Rajesh Mehta: Sir...on In Cable, Star Plus is back on landing page in week 10

3/10/19, 5:44 PM - Romil Ramgaria Barc: And Bharat position in news genre?

3/10/19, 5:45 PM - Rushabh Rajesh Mehta: Sir I shall chk and get back

3/10/19, 6:18 PM - Rushabh Rajesh Mehta: Sir...Republic Bharat is available on LCN Number 325 while the Hindi news channels start from LCN number 310...the LCN rank of Republic Bharat is around 14 in the Hindi news genre at IN Cable

3/11/19, 1:09 PM - Rushabh Rajesh Mehta: Hello Sir...plz find below update on active DTH subscribers as on 31 Decâ€™18

Tata Sky - 16 mn,

Airtel - 12 mn,

Dish &amp; Videocon combined - 17.6 mn,

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# Chat With RRP Group

Sun Direct - 7 mn,  
Independent TV (Big TV) - 0.8 mn

Total Pay DTH Active subs - 53.40 mn

Also I got to know that Dish TV is struggling while reaching out to all their subscribers...as per their internal assessment Dish TV has many active subscribers based outside of India (most of them in Middle East) which they are unable to communicate and hence they are fearing decline in their active sub base in last month since NTO kicked in...I shall try to get more details on it

3/11/19, 6:09 PM - Rushabh Rajesh Mehta: Republic Bharat which was earlier shifted to LCN 301, again gone back to its old position on LCN 307 in Wk'10 on Siti Digital. Similarly News18 India gone back to LCN 301 from LCN 299.

3/12/19, 5:06 PM - PDG&C: How much will be Videocon only in this

3/12/19, 5:20 PM - Romil Ramgaria Barc: Should be Half

3/12/19, 5:21 PM - Rushabh Rajesh Mehta: Sir Videocon is abt 9.6 and Dish abt 8

3/12/19, 5:38 PM - PDG&C: K

3/12/19, 10:58 PM - Rushabh Rajesh Mehta: Viacom 18 will soon launch 24A-7 English movie channel colors studio. Trade mark was registered long back. Viacom Inc will provide the library from its channel Nickelodeon and Paramount network. It will include English short films by Indian and international creators. Official announcement to come very soon after MIB approval

3/13/19, 10:21 AM - PDG&C: Pls help jog my memory - in NTO no channel can charge beyond 19 right? This number fixed by TRAI?

3/13/19, 11:16 AM - Rushabh Rajesh Mehta: Sir...the price of Rs.19 is fixed by TRAI...but only for channels which are available in bouquets as well as a-la-Carte...what it also means is if a broadcaster wants to price a channel above Rs.19 then such a channel can only be sold in a-la-carte and cannot be part of any of the broadcaster bouquets

3/13/19, 11:17 AM - Rushabh Rajesh Mehta: <Media omitted>

3/13/19, 12:09 PM - PDG&C: Ok got it

3/13/19, 12:10 PM - PDG&C: So for IPL a sports channel can be priced higher in case not part of any bouquet

3/13/19, 12:11 PM - Romil Ramgaria Barc: Yes theoretically

3/13/19, 12:11 PM - Rushabh Rajesh Mehta: Yes Sir...possible

3/13/19, 2:21 PM - PDG&C: <Media omitted>

3/13/19, 2:21 PM - PDG&C: <Media omitted>

3/13/19, 2:21 PM - PDG&C: This afternoon

3/13/19, 2:21 PM - PDG&C: Pls check

3/13/19, 2:27 PM - Romil Ramgaria Barc: But Aaj Tak is on freedish na?

3/13/19, 2:30 PM - PDG&C: Yes but why two logos

3/13/19, 2:30 PM - PDG&C: Have they unencrypted

3/13/19, 2:30 PM - PDG&C: This place has dish tv

3/13/19, 2:31 PM - Romil Ramgaria Barc: Looks like again the same transponder thing - that's why the drop on star Bharat also this week -

3/13/19, 2:31 PM - Romil Ramgaria Barc: Dish must be saving on transponder cost and using the freedish feed

3/13/19, 2:31 PM - PDG&C: <Media omitted>

3/13/19, 2:32 PM - PDG&C: <Media omitted>

3/13/19, 2:57 PM - Rushabh Rajesh Mehta: Sir...one point that is there is...earlier DD Freedish subscribers used to receive channels from Dish TV which were co-located channels on DD Freedish STB...in this case it is reverse where Dish TV subscribers are receiving DD Freedish channels on Dish TV STB

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[Handwritten signatures and initials]



Chat With RRP Group

3/13/19, 2:58 PM - Romil Ramgaria Barc: Yes looks like they are saving on transponder cost  
3/13/19, 2:58 PM - Rushabh Rajesh Mehta: Yes Sir...only then it will happen  
3/13/19, 2:59 PM - PDGÂ@: Can someone check - if reverse is true  
3/13/19, 3:00 PM - Rushabh Rajesh Mehta: Yes Sir...m checking...shall get back to you on this  
3/13/19, 3:00 PM - PDGÂ@: As in some channels which should not be in Freedish are also visible there e.g zee Rajasthan last week  
3/13/19, 3:00 PM - PDGÂ@: I had asked Nitin to keep informing us  
3/13/19, 3:00 PM - Romil Ramgaria Barc: Reverse is also happening  
3/13/19, 3:00 PM - Romil Ramgaria Barc: Nitin is making a list of channels not legally on freedish but coming  
3/13/19, 3:01 PM - Romil Ramgaria Barc: Channels on dish which are coming with freedish logo  
3/13/19, 3:01 PM - Romil Ramgaria Barc: And also parallely checking why dish is doing so  
3/13/19, 3:01 PM - PDGÂ@: K  
3/13/19, 3:01 PM - Romil Ramgaria Barc: Also sending a screen shot on Zee Hindustan which is available on freedish though not legal  
3/13/19, 3:02 PM - PDGÂ@: Should someone complain to TRAI?  
3/13/19, 3:02 PM - Romil Ramgaria Barc: Yes absolutely. Will get someone to do it ðŸ™Š  
3/13/19, 3:03 PM - PDGÂ@: ðŸ™Š  
3/13/19, 3:03 PM - Romil Ramgaria Barc: You should send this to Vempati also - with the Zee Hindustan screenshot  
3/13/19, 3:04 PM - PDGÂ@: Send me  
3/13/19, 5:19 PM - Romil Ramgaria Barc: Zee Hindustan has paid for freedish slot??  
3/13/19, 5:20 PM - Rushabh Rajesh Mehta: Yes Sir...Zee Hindustan is officially there on DD Freedish  
3/13/19, 5:20 PM - Romil Ramgaria Barc: Oh ok.  
3/13/19, 5:21 PM - Romil Ramgaria Barc: Than zee rajasthan news is erroneous right now on freedish  
3/13/19, 5:21 PM - Rushabh Rajesh Mehta: Sir...Zee Rajasthan is not officially on DD Freedish  
3/13/19, 5:21 PM - Romil Ramgaria Barc: Hmm - but itâ€™s getting tuned  
3/14/19, 10:56 AM - PDGÂ@: Zee guys claim Dish/Videocon is 24mn - is that correct? i remember our statement of about 16 mn  
3/14/19, 11:02 AM - Romil Ramgaria Barc: Active is 16-17 min  
3/14/19, 11:22 AM - Rushabh Rajesh Mehta: <Media omitted>  
3/14/19, 12:52 PM - PDGÂ@: A direct communication from heart but based on facts: I am delighted to share that REPUBLIC BHARAT has as per the latest BARC viewership figures become the no 2 Hindi news channel in India. (Aajtak 14.2 cr REPUBLIC BHARAT 13.8 cr). Having decisively beaten Abp, zee, Tv18 and smaller channels like India TV and news24, republic BHARAT is now the leader in Hindi News with the highest engagement levels in the Hindi news genre. I am also delighted to share that with a lead of 12 percent over Times Now, Republic TV English is by far the leader in English news. This makes the REPUBLIC MEDIA NETWORK the no 1 all India news Network. Our digital presence at 24 million makes us also the largest TV+Digital news organisation in India. This is a historic moment and marks the emergence of a new news wave in India. I am deeply grateful for your support and reaffirm my resolve to transform the news landscape in the country with our promise of 100 percent news. Warm regards Arnab.

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Chat With RRP Group

3/14/19, 12:52 PM - PDGAS: Going around  
3/14/19, 1:11 PM - Rushabh Rajesh Mehta: Sir...the number of 14.2cr for Aaj Tak and 13.8cr for Republic Bharat is a coverage of 000 at HSM 15+...based on coverage and Reach, Republic Bharat is number 2 in Hindi news genre  
3/14/19, 1:12 PM - Rushabh Rajesh Mehta: But Republic Bharat is rank 3 when it comes to viewership  
3/14/19, 4:15 PM - Rushabh Rajesh Mehta:  
<https://www.financialexpress.com/industry/trai-ruling-for-dth-cable-tv-where-are-happy-customers-twitter-tells-there-are-not-many/1513594/>  
3/16/19, 12:11 AM - PDGAS: \*Please Note : The Customers should find lot of channels when they are surfing no matter what package or channels they choose. Suddenly when they find now they have very less viewing choice they do not understand and think DTH is a better option.\*  
3/16/19, 12:11 AM - PDGAS: \*Dear MSOs / LCOs...NTC Ground Reality : During Last 30 Days We Digital Cable tv industry has Lost Lakhs of Valuable Customer Base to DTH Across India\*  
3/16/19, 12:11 AM - PDGAS: \*Dear MSOs and LCOs , We have to Counter Attack DTH Operators With Following Quick Modifications In Our Digital Cable tv Business Model. It is Purely My Personal Opinion : 1) We Should Transmit More than 300+ FTA but Know Start with 200+ FTA immediately and Gradually increase to 300 + FTA\*  
\*2) We have to Modify Our Regional / Hindi / BFP / Starter / Popular / Other Packages immediately.\*  
3/18/19, 1:13 PM - Rushabh Rajesh Mehta: <Media omitted>  
3/18/19, 1:14 PM - Rushabh Rajesh Mehta: Den Gujarat revised packages with LCO - MSO share at pack level  
3/18/19, 1:15 PM - Rushabh Rajesh Mehta: 8Y'Y BREKING NEWS GTPL POWER PLUS 350/ VARA PACK a@a\*Ma\*, DISNEY UNIVERSAL PACK a@a\*Ma\* a@a\* a\*-a\*-a\* THATS GOOD NEWS FOR ALL GTPL LCO 8Y'Y  
3/18/19, 1:15 PM - Rushabh Rajesh Mehta: Also Disney channels included in Rs.350 pack at GTPL  
3/18/19, 1:44 PM - Rushabh Rajesh Mehta: Sir...on Fastway Star Plus, Sony & Colors are available in Silver (Rs.300) pack and Zee TV is available in Gold (Rs.325) pack, however, as per the ground update, uptake of Zee TV pack at Rs.325 is also increasing. There is no change in Fastway packaging  
3/18/19, 2:00 PM - Rushabh Rajesh Mehta: On In Digital (Mah.) Zee TV is in advantageous position as channel is available in Marathi Starter (Rs.275) pack, Star Plus is available in Marathi Plus (Rs.373) pack, Colors and Sony are available in Marathi Super Entertainment (Rs.422) pack...got an update that IN Cable is initially migrating customers in Rs.275 pack and then based on customer feedback & requirement they are changing their packs...this is again benefiting Zee...IN Cable is also doing the same for their subscribers on HITS platform (NXT Digital)  
3/18/19, 2:11 PM - Rushabh Rajesh Mehta: Also Sir...Star has got the deal with Siticable from last week, m trying to find out the deal value  
3/18/19, 2:12 PM - PDGAS: so for star - GTPL, DEN, Hathway, Fastway and now Siti? what about Dish- videocon, airtel  
3/18/19, 2:13 PM - Rushabh Rajesh Mehta: Sir...I shall get back to you with DTH update  
3/18/19, 2:14 PM - Romil Ramgaria Barc: Hathway is not that great  
3/18/19, 2:15 PM - Rushabh Rajesh Mehta: Sir...on Hathway..JVs are not fully on board yet...possibly that is the reason Star growth is not fully seen on Hathway  
3/18/19, 2:15 PM - PDGAS: ok



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#### Chat With RRP Group

3/18/19, 4:15 PM - Rushabh Rajesh Mehta: Sir...Star has not been able to struck any deal with Dish-Videocon & Airtel yet...discussions are on with both  
3/18/19, 4:16 PM - Rushabh Rajesh Mehta: Star has started offering its premium pack which is originally for Rs.79, now offering it for Rs.49 and asking operators to carry all its channels  
3/18/19, 4:18 PM - Rushabh Rajesh Mehta: Zee has also started conversations for getting placement on par with Star & Colors with Den and GTPL  
3/18/19, 4:18 PM - Rushabh Rajesh Mehta: More details awaited  
3/18/19, 4:36 PM - Rushabh Rajesh Mehta: Sir...Zee Family pack which is for Rs.39 pack has been included in Den Gold pack...whereas earlier it was in Diamond pack  
3/18/19, 4:37 PM - Rushabh Rajesh Mehta: Den Gold pack was earlier priced for Rs.260 + tax and now it is costing Rs.280 to 300 across different markets...Den Diamond Pack was available for Rs.355 + tax  
3/18/19, 4:46 PM - Rushabh Rajesh Mehta: Also Sir...SR Digital, Madhya Pradesh based operator has got renamed as Anaadi TV...Star has also got a deal wherein Star Value Pack (Rs.49) is available in the first pay pack after FTA base pack  
3/18/19, 6:36 PM - Rushabh Rajesh Mehta: ET Now landing page at SR Digital (Anaadi TV) in Madhya Pradesh  
3/18/19, 6:50 PM - Romil Ramgaria Barc: Hmm  
3/18/19, 7:09 PM - Rushabh Rajesh Mehta: Sir...I am getting two contrasting inputs on GTPL from different people...

1) First input, Zee & Sony bouquets are being offered by GTPL at par with IndiaCast & Star bouquets

2) Second input, that GTPL has made Zee & Sony bouquets freely available to LCOs but no change in their packages officially

Both options are in contrast of each other... Only one of the two option is possible realistically...From data it appears that Zee & Sony channels are being made available this week which was not the case last week...trying to find more details on this...shall keep you posted

3/19/19, 11:11 AM - Rushabh Rajesh Mehta: Sir...hav spoken to Zee executives and executives from other organisations as well...they are saying GTPL has not done any change in its packages benefiting Zee bouquets...in light of this it appears that option 2 is the correct one as mentioned in the earlier message

3/20/19, 7:32 PM - Rushabh Rajesh Mehta: Star Sports 1 Bangla (earlier Star Movies Kids HD)

Star Sports 1 Marathi (earlier Star Movies Kids)

Tehzeeb TV (earlier Pengal)

3/20/19, 7:32 PM - Rushabh Rajesh Mehta: ४५१ 3 licenses renamed by MIB

3/22/19, 8:59 PM - Rushabh Rajesh Mehta: <Media omitted>

3/22/19, 9:00 PM - PDG@: ४५१

3/22/19, 10:46 PM - Rushabh Rajesh Mehta: <Media omitted>

3/23/19, 9:49 AM - PDG@: This time IPL on Star gold only on weekends

3/23/19, 9:49 AM - PDG@: Targetting the HSM number

3/23/19, 9:49 AM - Romil Ramgaria Barc: Yes. But last time only few matches were there. This will help increase reach

3/23/19, 9:49 AM - PDG@: Yes towards the end

3/23/19, 9:50 AM - Romil Ramgaria Barc: Rushab - can you check star channels uptick on DEN?

3/23/19, 9:51 AM - Romil Ramgaria Barc: Also what is happening on GTPL? Has Star Bharat been laid off to a later pack

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#### Chat With RRP Group

3/23/19, 10:23 AM - Rushabh Rajesh Mehta: Sir...I just checked with GTPL...Star Bharat is also available in Rs.250 pack along with other channels like Star Plus, Star Sports 1 Hindi...there has been no change

3/23/19, 10:24 AM - Romil Ramgaria Barc: Hmm ok

3/23/19, 10:24 AM - Rushabh Rajesh Mehta: Also Sir...Den packaging is fully implemented with Star bouquet of channels

3/23/19, 10:24 AM - Romil Ramgaria Barc: Is the push in ground for the 240 pack only?

3/23/19, 10:25 AM - Romil Ramgaria Barc: So now colors star and sony will be on equal footing?

3/23/19, 10:26 AM - Rushabh Rajesh Mehta: Also Sir...I got to know that Star has reached out to many operators in smaller towns and asking them carry Star Sports Hindi for free even on cable channel...in other words Star is allowing piracy

3/23/19, 10:27 AM - Rushabh Rajesh Mehta: Sir...Den had created Rs.205 pack with Colors & Sony bouquets only...after their deal with Star, now Den has converted the same pack for Rs.240 by adding Star bouquet

3/23/19, 10:27 AM - Rushabh Rajesh Mehta: Yes Sir

3/23/19, 10:29 AM - Romil Ramgaria Barc: So the sports channels is likely to have no impact? And will be as widely available as last year?

3/23/19, 10:29 AM - Rushabh Rajesh Mehta: So in Den the first pay pack starts at Rs.240 + GST...however this same pack is available for Rs.233 + GST in Gujarat

3/23/19, 10:29 AM - Romil Ramgaria Barc: Hmm ok

3/23/19, 10:29 AM - Rushabh Rajesh Mehta: It appears Sir for now...Star is trying to protect reach

3/23/19, 10:30 AM - Romil Ramgaria Barc: Hmm

3/23/19, 1:13 PM - Romil Ramgaria Barc: tata sky has moved republic into free preview pack...this gives us a clear 30 percent reach lead over Times Now India Today and Cnn news 18. Bharat was already part of free preview pack from launch.

3/23/19, 2:38 PM - PDG&C: That means they paid 8 cr?

3/23/19, 2:38 PM - PDG&C: What is Preview pack

3/24/19, 1:27 PM - Rushabh Rajesh Mehta: Sir...Republic TV is not a part of FTA Promo pack, however, Tata Sky has created new Add-on FTA English News pack of 13 channels at (Rs.0), however these channels won't be automatically available to all subscribers, customer who wish to avail it need to subscribe it without additional cost...

3/24/19, 1:28 PM - Rushabh Rajesh Mehta: <Media omitted>

3/24/19, 1:28 PM - PDG&C: Ok

3/24/19, 2:03 PM - Romil Ramgaria Barc: So it opt in by subscribers?

3/24/19, 2:03 PM - Romil Ramgaria Barc: Also rushabh for tomorrow star meeting - they have a feeling that on ground everything is sorted in UP and delhi for plus and Bharat both. But their reach is not back

3/24/19, 2:04 PM - Romil Ramgaria Barc: Also changes that they have done is not reflecting - hence the discussion will be on those lines

3/24/19, 2:06 PM - PDG&C: Let's prepare our narrative and share here - may not get time to meet and discuss before meeting

3/24/19, 2:07 PM - PDG&C: Some discussion may even come up in Sanjay meeting

3/24/19, 2:09 PM - Romil Ramgaria Barc: We should keep the examples like GTPL Gujarat which showed pick up on Thursday. Even DEN in UP is back to week 6 levels but not yet to pre NTO levels

3/24/19, 4:05 PM - Rushabh Rajesh Mehta: Ok Sir

3/24/19, 4:05 PM - Rushabh Rajesh Mehta: Yes Sir

3/24/19, 4:10 PM - PDG&C: Let's put it in some slides?

3/24/19, 4:11 PM - Rushabh Rajesh Mehta: Ok Sir

3/24/19, 4:47 PM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

3/25/19, 11:28 AM - Rushabh Rajesh Mehta: Hello Sir...at GTPL, TV connection is on only for subscribers who had migrated to NTO packs...the subscribers who had not migrated on their own were being sent to Rs.250 best fit pack...however today morning GTPL has switched off all subscribers who had not migrated on their own but were migrated to Rs.250 best fit pack...

3/25/19, 11:29 AM - Rushabh Rajesh Mehta: Sir this cud b also bcoz today is 28 date of March wherein a GTPL will hv to provide subscriber numbers to TRAI and to broadcasters

3/25/19, 11:35 AM - Rushabh Rajesh Mehta: Sorry 25 March

3/25/19, 8:32 PM - PDGÂ©: \*The NTO order\*

\*1. In NTO channels was supposed to be Genre specific.\*

\*2. Broadcasters was supposed to announce specific status of channels, either pay or free & pay channels will not be a part of free bouquet.\*

\*3. Broadcasters could not change the price of the channels post 1.1.19 till 31.3.19.\*

\*4. Distribution Incentive 20-35%\*

\*The fact\*

\*1. Hungama channel in Kids Genre showing IPL (sports)\*.

\*2. Zee has reduced package rate from 45/- to 39/- mid January.\*

\*3. Broadcasters are offering more than 35% to promote their channels.\*

\*& So on, these are happening in front of TRAI, does anyone need to point out these lapses.\*

3/25/19, 8:32 PM - PDGÂ©: Circulating

3/25/19, 11:12 PM - Rushabh Rajesh Mehta: Very true though

3/25/19, 11:14 PM - PDGÂ©: Has zee reduced?

3/25/19, 11:17 PM - Rushabh Rajesh Mehta: Yes Sir...they had launched their first pack at Rs.45 and then they reduced it for Rs.39...however this was done in Janâ€™19 where TRAI had also allowed broadcasters to change the pricing before NTO was to be implemented on 1st Feb

3/26/19, 3:59 PM - Rushabh Rajesh Mehta: <Media omitted>

3/26/19, 3:59 PM - Rushabh Rajesh Mehta: On Independent Tv STB...DD Freedish logo is also visible

3/26/19, 4:00 PM - Rushabh Rajesh Mehta: Independent TV is the erstwhile Reliance Big TV

3/26/19, 4:01 PM - Rushabh Rajesh Mehta: Transponder co-location of DD Freedish and Independent TV is the reason behind this

3/26/19, 4:03 PM - PDGÂ©: Hmmm

3/27/19, 10:57 AM - Rushabh Rajesh Mehta: Hello Sir...I hv initiated the call with Star

3/27/19, 10:58 AM - Romil Ramgaria Barc: Ok. Joining in two mins

3/27/19, 2:53 PM - Romil Ramgaria Barc: Namo TV is launched on Dish TV and Videocon

3/27/19, 2:53 PM - Romil Ramgaria Barc: <Media omitted>

3/27/19, 3:44 PM - Romil Ramgaria Barc: as our ongoing exercise to improve onrganic reach we have done lcn upgradations and high impact replacements in the last 25 days in 89 networks impacting 8mn homes in cable...list above.

3/27/19, 3:44 PM - Romil Ramgaria Barc: Sir some more improvement on LCNs

3/27/19, 3:44 PM - Romil Ramgaria Barc: <Media omitted>

3/27/19, 6:02 PM - Rushabh Rajesh Mehta: On Sun Direct below 16 channels are available with DD Free Dish logo

1.DD Arun Prabha

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## Chat With RRP Group

- 2.DD Agartala
- 3.DD North East
- 4.DD Punjabi
- 5.DD Girnar
- 6.DD Kisan
- 7.DD Kashir
- 8.DD Madhya Pradesh
- 9.DD Uttar Pradesh
- 10.Bhojpuri Cinema
- 11.DD Sahyadri
- 12.DD Odia
- 13.DD Rajya Sabha
- 14.DD Bangla
- 15.DD Loksabha
- 16.DD News

3/28/19, 8:19 PM - PDG&C: <Media omitted>

3/28/19, 8:20 PM - PDG&C: So that itself in a way is an admission that migration has not happened

3/28/19, 8:21 PM - PDG&C: <Media omitted>

3/28/19, 8:21 PM - PDG&C: Pls read and tell me your interpretation

3/28/19, 8:21 PM - PDG&C: Both on landing and NTO

3/28/19, 8:28 PM - Romil Ramgaria Barc: Yes and extended till 31st May

3/28/19, 8:28 PM - Romil Ramgaria Barc: It is only NTO in my view

3/28/19, 8:47 PM - PDG&C: I think only Landing

3/28/19, 8:48 PM - Romil Ramgaria Barc: Oh yes

3/28/19, 8:48 PM - Romil Ramgaria Barc: Missed that -

3/28/19, 8:49 PM - PDG&C: Done for news channels and elections

3/28/19, 8:50 PM - Romil Ramgaria Barc: Yup

3/28/19, 9:15 PM - Rushabh Rajesh Mehta: Sir...that wud also mean that BARC can allow viewership increase on account of landing pages na...TRAI shud not ask us to remove the inflated viewership

3/28/19, 9:33 PM - PDG&C: ðŸ˜Š

4/1/19, 10:23 PM - Rushabh Rajesh Mehta: <Media omitted>

4/1/19, 10:23 PM - Rushabh Rajesh Mehta: DD Freedish MPEG 4 e-auction result

4/2/19, 9:04 AM - Rushabh Rajesh Mehta: <Media omitted>

4/4/19, 1:58 PM - Rushabh Rajesh Mehta:

<https://www.moneycontrol.com/news/business/markets/dish-tv-jumps-8-on-report-of-singtel-bharti-airtel-acquiring-firm-3761081.html>

4/4/19, 1:58 PM - Rushabh Rajesh Mehta: Sir... this kind of consolidation phase will also b an interesting one to watch out for ðŸ˜Š

4/4/19, 2:01 PM - Rushabh Rajesh Mehta: Also Tata Sky vs traï matter got postponed today

4/8/19, 4:29 PM - Rushabh Rajesh Mehta: Sir...just got an update that Dish TV has removed erstwhile FTA Hindi Gec and Hindi Movie channels from itâ€™s FTA pack

4/9/19, 12:49 PM - Rushabh Rajesh Mehta: Hello Sir...Star Sports chanel (SS 1 Hindi, SS 1 Bangla, SS 1 Tamil, SS 1 Telugu, SS 1 Kannada) which were being offered free to all (existing & new) subscribers by Tata Sky when IPL started are withdrawn from free subscription and are now available only to new subscribers and those who have subscribed the respective channel. The free view is over effective weekdays last week...

4/9/19, 12:50 PM - Rushabh Rajesh Mehta: Similarly Airtel has also stopped free view period for Star Sports channels

4/9/19, 12:52 PM - PDG&C: Why do you think this was done?

रामदा  
Santosh

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चैनल  
रामदा  
Santosh



## Chat With RRP Group

4/9/19, 12:52 PM - PDGÂ@: Some regulations?  
 4/9/19, 12:52 PM - PDGÂ@: Numbers dropping? Pls check  
 4/9/19, 12:54 PM - Rushabh Rajesh Mehta: Sir...I shall check on this...and get back to you  
 4/9/19, 12:55 PM - PDGÂ@: yes  
 4/9/19, 1:13 PM - Rushabh Rajesh Mehta: Sir...Airtel channel list for preview period (SS 1 English, SS 1 HD, SS 1 Hindi, SS 1 Hindi HD, SS 1 Bangla, SS 1 Tamil, SS 1 Telugu, SS 1 Kannada)  
 4/9/19, 1:16 PM - Rushabh Rajesh Mehta: Sir...I got the update that Tata Sky and Airtel had given Star Sports channels on free as a promotional offer to entice subscribers to subscribe for Sports channels...now they are giving this offer only to new subs...Sir this is their official version  
 4/9/19, 1:31 PM - Rushabh Rajesh Mehta: Sir...one more update I got from 3 different cable operators ...Tata Sky & Airtel were providing Star Sports channels to all subscribers for free and also Star allowed them without asking money from all their subscribers... therefore even Cable Operators were asking for the same offer from Star bcoz some of them complained that cable subscribers are migrating to DTH bcoz they are getting Sports channels for free...hence both DTH operators were forced to stop this free service  
 4/9/19, 1:35 PM - PDGÂ@: I heard it's regulatory pressure on tata sky  
 4/9/19, 1:36 PM - Rushabh Rajesh Mehta: Ok Sir  
 4/10/19, 12:52 PM - Rushabh Rajesh Mehta:  
<https://www.indiatoday.in/technology/news/story/cable-tv-subscribers-may-have-to-pay-additional-service-charges-soon-all-you-need-to-know-1497725-2019-04-09>  
 4/11/19, 11:55 AM - PDGÂ@: has CNN News18 increased landings?  
 4/11/19, 12:02 PM - Rushabh Rajesh Mehta: Yes Sir...I shall share the complete details  
 4/11/19, 12:07 PM - Rushabh Rajesh Mehta: Sir...Landing details of CNN News18 - Asianet Digital (Kerala)  
 Hathway (Karnataka & Hyderabad)  
 4/11/19, 12:07 PM - Rushabh Rajesh Mehta: Hathway landing got activated from week10 onwards  
 4/11/19, 12:20 PM - Rushabh Rajesh Mehta: Sir...Landing Details for News18 India  
 -  
 Fastway (PHCHP)  
 Hathway (HSM)  
 Darsh Digital (Bihar)  
 Insat Digital (Mah.)  
 Arya Digital (Up/Uk)  
 4/11/19, 1:08 PM - Romil Ramgaria Barc: CNN News18 TV Ons is high in three markets majorly - Kerala, Karnataka & Hyderabad (Rest of the AP does not have that kind of impact)  
 4/11/19, 1:08 PM - Romil Ramgaria Barc: <Media omitted>  
 4/11/19, 1:13 PM - Rushabh Rajesh Mehta: Yes Sir...Hathway deal is for Hyderabad...it also shows that our panel is reflecting ground realities in spite of all the disturbances on ground ðŸ˜Š  
 4/12/19, 10:30 AM - Rushabh Rajesh Mehta: Hello Sir...in week14, Star Plus decline in reach was mainly due to removal of landing page on GTPL...bcoz in week 13, the landing page was removed from Tuesday onwards...therefore in week 14, the reach decline is sharper on first 3 days (Sat-Mon) and full week impact was seen in week 14  
 4/12/19, 12:26 PM - Rushabh Rajesh Mehta: <Media omitted>  
 4/12/19, 12:26 PM - Rushabh Rajesh Mehta: <Media omitted>

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## Chat With RRP Group

4/12/19, 12:27 PM - Rushabh Rajesh Mehta: Star Plus back on landing page at GTPL Gujarat from Tuesday and GTPL Bengal from Monday onwards  
 4/12/19, 3:18 PM - Rushabh Rajesh Mehta: <Media omitted>  
 4/12/19, 3:19 PM - PDG&O: ॐ५'  
 4/15/19, 4:24 PM - Rushabh Rajesh Mehta: CNN News18 withdrawn from landing Hathway (Karnataka & Hyderabad) and added on landing on Den (Karnataka) in Wk'15.  
 4/15/19, 4:24 PM - Rushabh Rajesh Mehta: CNN News18 landing addition  
 Canara Star (Kar)  
 JBM Satellite (Kar, Republic TV withdrawn)  
 Garuda Digital (TN/PD)

News18 India landing addition  
 ACN Digital (MP/CH, Republic Bharat withdrawn)  
 Bobby Digital (MP/CH)  
 Bholey Baba Digital (UP/UT)  
 Sea TV (UP/UT)  
 Baby Anem Digital (UP/UT)

4/15/19, 7:03 PM - Rushabh Rajesh Mehta: I cast channels packaging improved On ICNCL, Earlier Colors Bangla was missing from base packs is now added in First pay pack.  
 4/15/19, 7:03 PM - Rushabh Rajesh Mehta: Sony Aath packaging is also improved from higher packs to lower pack.  
 4/15/19, 7:03 PM - Rushabh Rajesh Mehta: <Media omitted>  
 4/15/19, 7:04 PM - Rushabh Rajesh Mehta: Also Star Bharat which was outside of packages at ICNCL has got added in the packs  
 4/17/19, 5:20 PM - Rushabh Rajesh Mehta: Hello Sir...Hathway has done changes in the Apna packs (Rs.270) where they had 3 varieties of Apna pack with only Colors available in all 3 while Star Plus, Sony & Zee available in only one of the 3 Apna packs...now they have Apna Choice Hindi pack priced at Rs.266 which includes (Colors, Sony, Star Plus, Star Bharat, Sony SAB, Colors Rishtey, Sony Pal, Star Utsav).  
 Zee TV, sTV, Zee Anmol are available in next level of Apna Choice Hindi Rs.325 pack. So the disadvantage is only for Zee channels in Hathway while Star, Colors and Sony are at par.  
 4/17/19, 5:28 PM - Romil Ramgaria Barc: Hmm simplifying like others - better late then never  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: <Media omitted>  
 4/19/19, 5:39 PM - PDG&O: are these valid still?  
 4/19/19, 5:51 PM - Rushabh Rajesh Mehta: Sir...Hathway changed its pack few days back...where Colors, Star Plus and Sony are at par while Zee is disadvantaged...the rest appear to be fine  
 4/19/19, 5:51 PM - PDG&O: can you change that slide and resend  
 4/19/19, 5:52 PM - Rushabh Rajesh Mehta: Ok Sir  
 4/25/19, 8:11 PM - Romil Ramgaria Barc: CNBC on landing page in Hathway Mumbai  
 4/25/19, 8:18 PM - Rushabh Rajesh Mehta: Sir...this is interesting...again like News18 India, CNBC is also not on landing page at my home which has Hathway connection ॐ५-5  
 4/25/19, 8:18 PM - Romil Ramgaria Barc: Hmmm interesting

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## Chat With RRP Group

4/25/19, 8:37 PM - PDG&@: Network 18 deal  
 4/25/19, 8:37 PM - PDG&@: So rotating channels i guess  
 4/25/19, 8:39 PM - Romil Ramgaria Barc: Yup  
 5/7/19, 11:17 PM - Rushabh Rajesh Mehta: Hello Sir...I just got an update from my distribution sources that Amit Chopra of Star has resigned...May be its a rumour...will find more information in the morning tomorrow and keep you posted  
 5/7/19, 11:30 PM - PDG&@: It's true  
 5/7/19, 11:34 PM - Rushabh Rajesh Mehta: Oh ok Sir...I thot itâ€™s a rumour bcoz I got this update only from 1 person in Star distribution...so thot of verifying in the morning  
 5/8/19, 9:46 AM - PDG&@: <Media omitted>  
 5/8/19, 9:46 AM - PDG&@: Who has put this out?  
 5/8/19, 9:48 AM - Romil Ramgaria Barc: This is update advertising - for the cable tv channels  
 5/8/19, 9:49 AM - PDG&@: So doing thru den etc?  
 5/8/19, 9:53 AM - PDG&@: Et advertising is expensive  
 5/8/19, 9:55 AM - Rushabh Rajesh Mehta: Sir in the past they were mainly doing it for independent cable operators...now they hv many MSOs as their clients for advertising on cable  
 5/8/19, 9:55 AM - Rushabh Rajesh Mehta: If I am not wrong sometime back they were also in talks with some investor for funding  
 5/8/19, 9:55 AM - Romil Ramgaria Barc: Must have acted from opportunity since FTA inventory is scarce now  
 5/8/19, 9:56 AM - PDG&@: Yes  
 5/10/19, 3:46 PM - Romil Ramgaria Barc added Aaditya Pathak Barc  
 5/10/19, 3:46 PM - Romil Ramgaria Barc changed the subject from "RRP" to "RRPA"  
 5/10/19, 4:08 PM - Rushabh Rajesh Mehta: Sir...I hv reached on 5 floor...in the waiting area  
 5/10/19, 9:43 PM - Rushabh Rajesh Mehta: @Romil sir...Sumanta Bose is going to write an email to you on Star Plus drop...I got this update from Research head (Rakesh Chakraborti) of Star Plus...we had already informed to the research head abt Star Plus drop in advance and had aligned him...I also got the confirmation from Rakesh on the next day saying thank you for letting know in advance so he cud handle the situation better internally...wanted to keep you posted  
 5/10/19, 10:01 PM - Romil Ramgaria Barc: Ok  
 5/14/19, 11:36 AM - PDG&@: <Media omitted>  
 5/14/19, 4:24 PM - PDG&@: You guys upstairs?  
 5/14/19, 4:24 PM - Romil Ramgaria Barc: Yes  
 5/16/19, 12:37 PM - Rushabh Rajesh Mehta: @Romil - I spoke to Rakesh of Star Plus...he said Sumanta wants to keep the meeting on Monday...meeting invite will be shared in some time...Sumanta also wanted your presence in the meeting... but I told Rakesh that Aaditya has joined as all India head and he will be coming for the meeting...Rakesh also said that Gaurav might join in if available and he also said that do not bring the large team bcoz Sumanta wanted to hv candid conversations...so I think we can expect some fireworks from Sumanta in the meeting like last time...we will also keep the answers ready for week 19 as well since the channel did not see a recovery...wanted to keep you posted  
 5/16/19, 12:38 PM - Romil Ramgaria Barc: Hmm ok  
 5/16/19, 12:38 PM - Romil Ramgaria Barc: Monday am in delhi anyways  
 5/16/19, 12:39 PM - Rushabh Rajesh Mehta: Ok Sir  
 5/16/19, 12:40 PM - PDG&@: What's their issue  
 5/16/19, 12:40 PM - PDG&@: We should ideally know before any meeting at senior level

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# Chat With RRP Group

5/16/19, 12:47 PM - Rushabh Rajesh Mehta: Sir...their issue was RODP decline of 9 Rat % decline in Wk18 over wk17...we had shared the detailed deck with the explanation of the decline...but Sumanta was not fully convinced...so we thot that it will be better if we go and present the deck to him

5/16/19, 12:48 PM - Rushabh Rajesh Mehta: <Media omitted>

5/16/19, 12:48 PM - PDG@: Ok

5/17/19, 6:53 PM - PDG@: <https://www.iwmbuzz.com/television/news/star-bharat-new-shows-put-halt/2019/05/17>

5/20/19, 7:38 PM - Romil Ramgaria Barc: Sunil from Airtel DTH was mentioning that they have also started sharif reports - however none of them have confirmed yet

5/20/19, 7:38 PM - Romil Ramgaria Barc: He also said DTH is gaining and arpu@'s have increased with lower no of channels

5/20/19, 7:38 PM - Romil Ramgaria Barc: HD offtake is a concern

5/20/19, 7:39 PM - Romil Ramgaria Barc: Issue is specially in homes where there are more then one TV where the 2nd and 3rd TV subscription is not getting renewed

5/20/19, 7:39 PM - Romil Ramgaria Barc: This was also raised by viackm18 that day - however multi TV per us is only around 3-4mn

5/22/19, 4:34 PM - PDG@: Sangli media Communications Sangli, R. Bharat placed in tripple LCN 203 GP 4, & 214 GP 15 Hindi news , 277 Marathi News Genre

5/22/19, 4:34 PM - PDG@: Star Vision Savlaj (Mah) R.Bharat placed in Dual Lcn 165 Hindi News Gp 2 & New lcn 40 Marathi News Genre.

5/22/19, 4:34 PM - PDG@: In Islampur Cable Islampur (Mah) R. Bharat placed in Dual Lcn old lcn 416 Not in Genre & New lcn 54 Not In Genre

5/22/19, 4:34 PM - PDG@: MCN Digital Kavthemahankal. (MAH) R.Bharat place in Dual Lcn 265 Hindi News Gp 4 & LCN140 Marathi GEC Genre

5/22/19, 4:34 PM - PDG@: Landing page by News 18 India Ujjain cable, Damoh cable, CCN Mandla, Das Broadband Mandsuar, Shri Vinayak Suwasra, ACN Indore,

5/22/19, 4:34 PM - PDG@: RBharat is now placed at Triple LCNs at SR digital ,Indore, 206,231,238

5/22/19, 4:34 PM - PDG@: Times changing landing page to Times now in TCcl , VK digital , Aadhar from MNX , movies now..

5/22/19, 4:34 PM - PDG@: Landing page - gujarat

R bharat

Yash cable services- Bhuj

Singh satellite- Madhapar

Dewshree Network- SURAT

5/22/19, 4:34 PM - PDG@: Republic tv is running on dual CN

132 Kan News

504 Eng News in

E infrastructure Karnataka.

5/22/19, 4:34 PM - PDG@: Landing page

CNN news18

DL GTPL CABNET- SURAT

5/22/19, 4:34 PM - PDG@: Landing page

News18 India

RJ Vaghela- rajkot

Lucky cable- Daman

Netset media- Jamnagar

Jadeshwar cable- sanathli

Shiv cable- shapar

Suraj cable - janzmer

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## Chat With RRP Group

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 Jiya Network - nougama  
 5/22/19, 4:34 PM - PDG@: News 18 India is Landing page in Meghbela Kolkata  
 5/22/19, 4:34 PM - PDG@: News 18 India dual LCN in Raja cable Raisen  
 5/22/19, 4:34 PM - PDG@: R bharat Dula LCN  
 Vishwam cable- Porbandar  
 Uma cable- derdi  
 Singh satellite- Madhapar  
 R J Vaghela- rajkot  
 Riddhi cable- Anandpar  
 5/22/19, 4:34 PM - PDG@: News 18 India is Landing page in Man than. Akashtori.  
 Rupnarayan . Aurangabad. Swasticom.TJ Cable .  
 5/22/19, 4:34 PM - PDG@: News 18 India is running dual lcn in CCN SILIGURI Lcn  
 238 & 312  
 5/22/19, 4:34 PM - PDG@: News 18 India Digiana and SR Anadi dual LCN  
 5/22/19, 4:34 PM - PDG@: R Bharat daul LCN  
 Matarani Cable Gogunda  
 Rajputana Cable Nasirabad  
 Kankroli Digital Kankroli  
 SM Cable Balotra  
 Shekhawati Cable Network Churu  
 5/22/19, 4:34 PM - PDG@: News 18 India double LCN Rudreshwari cable network  
 95/1114, Raja cable Raisen 204/2813 Eye Vision Panch mari 251/1124, JJ  
 Associates Pipariya 15/259  
 5/22/19, 4:34 PM - PDG@: Satapura cable network Dongar parasia 264/251  
 5/22/19, 4:34 PM - PDG@: Maa bhawani cable sausar 999/742  
 5/22/19, 4:34 PM - PDG@: R Bharat Dual LCN  
 in Haryana Digital Network (Jhajjar) 201/80  
 5/22/19, 4:34 PM - PDG@: <Media omitted>  
 5/22/19, 5:05 PM - PDG@: <Media omitted>  
 5/22/19, 5:05 PM - PDG@: 4 pm 23/5/2019  
 5/22/19, 5:12 PM - PDG@: Sorry 22/5/2019  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Sangli media Communications Sangli, R.  
 Bharat placed in tripple LCN 203 GP 4, & 214 GP 15 Hindi news , 277 Marathi  
 News Genre  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: In Islampur Cable Islampur (Mah) R.  
 Bharat placed in Dual Lcn old lcn 416 Not in Genre & New lcn 54 Not In Genre  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Star Vision Savlaj (Mah) R.Bharat placed  
 in Dual Lcn 165 Hindi News Gp 2 & New lcn 40 Marathi News Genre.  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: MCN Digital Kavthemahankal. (MAH)  
 R.Bharat place in Dual Lcn 265 Hindi News Gp 4 & LCN140 Marathi GEC Genre  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: RBharat is now placed at Triple LCNs at  
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 5/22/19, 5:24 PM - Romil Ramgaria Barc: Landing page by News 18 India Ujjain  
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 5/22/19, 5:24 PM - Romil Ramgaria Barc: Times changing landing page to Times now  
 in TCcl , VK digital , Aadhar from MNX , movies now..  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Landing page - gujarat

R bharat  
 Yash cable services- Bhuj  
 Singh satellite- Madhapar  
 Dewshree Network- SURAT  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Landing page  
 News18 India  
 RJ Vaghela- rajkot  
 Lucky cable- Daman  
 Netset media- Jamnagar  
 Jadeshwar cable- sanathli  
 Shiv cable- shapar  
 Suraj cable - janzmer  
 Uday Infosys- dhansura  
 Jiya Network - nougama  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Landing page  
 CNN news18  
 DL GTPL CABNET- SURAT  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India dual LCN in Raja cable  
 Raisen  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India is Landing page in  
 Meghbela Kolkata  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: R bharat Dula LCN  
 Vishwam cable- Porbandar  
 Uma cable- derdi  
 Singh satellite- Madhapar  
 R J Vaghela- rajkot  
 Riddhi cable- Anandpar  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India is Landing page in Man  
 than. Akashtori. Rupnarayan. Aurangabad. Swasticom.TJ Cable.  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India is running dual lcn in CCN  
 SILIGURI Lcn 238 & 312  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India Digiana and SR Anadi dual  
 LCN  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: <Media omitted>  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: R Bharat daul LCN  
 Matarani Cable Gogunda  
 Rajputana Cable Nasirabad  
 Kankroli Digital Kankroli  
 SM Cable Balotra  
 Shekhawati Cable Network Churu  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: News 18 India double LCN Rudreshwari  
 cable network 95/1114, Raja cable Raisen 204/2813 Eye Vision Panch mari  
 251/1124, JJ Associates Pipariya 15/259  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Satapura cable network Dongar parasia  
 264/251  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: Maa bhawani cable sausar 999/742  
 5/22/19, 5:24 PM - Romil Ramgaria Barc: R Bharat Dual LCN  
 in Haryana Digital Network (Jhajjar) 201/80  
 5/22/19, 6:59 PM - Romil Ramgaria Barc: Ajay -Sony Marathi called. Mentioned  
 meeting was good. However he will need close enegagement and more help in the 4-  
 5 weeks because of KBC launch. Letâ€™s help him to point out where he is not  
 doing well etc  
 5/22/19, 7:00 PM - Aaditya Pathak Barc: Sure, We have another meeting with him  
 in the next few weeks of launch.

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Chat With RRP Group

5/22/19, 10:37 PM - Rushabh Rajesh Mehta: <https://bestmediainfo.com/2019/05/mib-prohibits-news-content-on-entertainment-channels-on-counting-day/>  
5/23/19, 8:32 AM - PDG&A: Apparently aaj tak has put their feed on tez  
5/23/19, 8:33 AM - PDG&A: Rushabh pls ask Nitin to be vigilant on watermarks  
5/23/19, 8:33 AM - Rushabh Rajesh Mehta: Ok Sir  
5/23/19, 8:33 AM - Romil Ramgaria Barc: Yes - same as republic Bharat and TV  
5/23/19, 8:33 AM - PDG&A: Also check on exit poll day hope Republic and Republic Bharat were on two different watermarks  
5/23/19, 8:34 AM - PDG&A: Zee news on Zee Hindustan  
5/23/19, 8:35 AM - Romil Ramgaria Barc: Check whether aajtak and tez are carrying same watermark or different - apparently feed has been replaced  
5/23/19, 9:00 AM - PDG&A: India today replaces Delhi aajtak on satellite  
5/23/19, 10:14 AM - PDG&A: Aaditya/Rushabh why no response  
5/23/19, 10:14 AM - PDG&A: Pls confirm if watermarks are ok  
5/23/19, 10:14 AM - PDG&A: It's so crucial  
5/23/19, 10:17 AM - Aaditya Pathak Barc: Pls gimme a bit  
5/23/19, 10:18 AM - PDG&A: We need to react on these quickly  
5/23/19, 10:18 AM - PDG&A: It can be a big issue we are handling  
5/23/19, 10:20 AM - Aaditya Pathak Barc: Rushabh and Nitin mahajan are in touch and Nitin is going to get back ASAP  
5/23/19, 10:34 AM - Aaditya Pathak Barc: Aajtak signal is being carried on tej along with the same watermarking. We have red flagged this. Also india today tv is being carried on delhi aaj tak with the same water marking. Also red flagged  
5/23/19, 10:35 AM - Aaditya Pathak Barc: Rest all as per Nitin seem fine  
5/23/19, 10:35 AM - PDG&A: Pls check who all alerts have gone to  
5/23/19, 10:35 AM - PDG&A: The automatic escalation  
5/23/19, 10:35 AM - Aaditya Pathak Barc: Sure  
5/23/19, 10:36 AM - PDG&A: It should have reached CEO by half hour  
5/23/19, 10:39 AM - Aaditya Pathak Barc: It hasn't happened so and has followed an escalation matrix. Vivek Malhotra has been added as we speak  
5/23/19, 10:40 AM - Aaditya Pathak Barc: Have asked Asti to send us the mail id of kaalie poori and Dinesh  
5/23/19, 10:40 AM - Aaditya Pathak Barc: Since Sunil Khanna has quit and there is a vacuum  
5/23/19, 10:41 AM - PDG&A: dinesh.bhatia@indiatoday.com  
5/23/19, 10:41 AM - PDG&A: Vivek khanna you mean  
5/23/19, 10:42 AM - Aaditya Pathak Barc: Sorry yes Vivek  
5/23/19, 10:49 AM - Rushabh Rajesh Mehta: Sir...apologies from my side  
5/23/19, 10:49 AM - PDG&A: ...was driving and hence missed the messages...I did get response from Nitin on watermarks  
5/23/19, 10:50 AM - Rushabh Rajesh Mehta: Aaj Tak and Tez has same wm id and we have escalated to the channel  
5/23/19, 10:50 AM - Rushabh Rajesh Mehta: Dilli Aaj Tak and India Today TV have same wm id  
5/23/19, 10:50 AM - Rushabh Rajesh Mehta: Rest all other channels are carrying their own wm id as assigned  
5/23/19, 10:51 AM - Rushabh Rajesh Mehta: Sir...these were the messages I got from Nitin...and once again sorry for the delay  
5/23/19, 10:53 AM - PDG&A: Pls check from Vaibhav in BM2 aaj tak is showing stupendous numbers or not  
5/23/19, 10:53 AM - PDG&A: Pls doubly confirm this since we will have to take action on this and will escalate to Chairman levels  
5/23/19, 10:56 AM - Rushabh Rajesh Mehta: Ok Sir  
5/23/19, 11:01 AM - Rushabh Rajesh Mehta: <Media omitted>

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[Handwritten signatures and initials]



## Chat With RRP Group

5/23/19, 11:02 AM - PDG&@: Hmmm

5/23/19, 11:02 AM - Rushabh Rajesh Mehta: Sir...the image i got from VAIBHAV...he took this image at 10:59 hours...at that point in time the household count for every channel is shown

5/23/19, 11:03 AM - PDG&@: Yes

5/23/19, 12:42 PM - PDG&@: ask tech to check now - apparently they have resolved watermark issue

5/23/19, 12:43 PM - Rushabh Rajesh Mehta: Ok sir

5/23/19, 12:48 PM - Rushabh Rajesh Mehta: Sir...spoke to Anand...he said the issue is resolved...Nitin will confirm on email as well

5/23/19, 12:48 PM - PDG&@: why do i have to point it out

5/23/19, 12:49 PM - PDG&@: both channels or one

5/23/19, 12:49 PM - Romil Ramgaria Barc: Dilli Aaj Tak is still carrying India Today TV feed

5/23/19, 12:49 PM - Aaditya Pathak Barc: Only one I believe

5/23/19, 12:50 PM - PDG&@: so tez has a new feed or just watermark is back

5/23/19, 12:50 PM - PDG&@: pls ask for screenshot

5/23/19, 12:50 PM - Rushabh Rajesh Mehta: Ok Sir

5/23/19, 12:56 PM - Rushabh Rajesh Mehta: <Media omitted>

5/23/19, 12:56 PM - Rushabh Rajesh Mehta: Sir...TEZ has different feed as well

5/23/19, 12:56 PM - PDG&@: ok

5/23/19, 1:00 PM - Aaditya Pathak Barc: <Media omitted>

5/23/19, 1:00 PM - Aaditya Pathak Barc: Dilli Aaj Tak is still carrying India Today feed

5/23/19, 1:18 PM - PDG&@: Ok

5/23/19, 1:44 PM - Rushabh Rajesh Mehta: Dilli Aaj Tak is restored back to normal

5/23/19, 1:44 PM - Rushabh Rajesh Mehta: Sir...message from Nitin Mahajan

5/23/19, 1:46 PM - Rushabh Rajesh Mehta: <Media omitted>

5/23/19, 1:47 PM - PDG&@: ok

5/27/19, 6:58 PM - PDG&@: <Media omitted>

5/27/19, 6:58 PM - PDG&@: Can you share with him the ppt we did last time

5/27/19, 7:01 PM - PDG&@: Today

5/27/19, 7:21 PM - Aaditya Pathak Barc: Will have that sent.

5/28/19, 9:59 AM - PDG&@: Aaditya pls quickly check which broadcaster in Kolkata is RPTech vision

5/28/19, 9:59 AM - PDG&@: Which channels

5/28/19, 9:59 AM - PDG&@: Any news on them

5/28/19, 9:59 AM - PDG&@: Need it asap

5/28/19, 9:59 AM - PDG&@: Cbi queries

5/28/19, 10:08 AM - Aaditya Pathak Barc: Sure Partho

5/28/19, 10:08 AM - Aaditya Pathak Barc: Getting on it

5/28/19, 10:15 AM - Aaditya Pathak Barc: RP Tech vision has 2 channels - Kolkata tv and Kolkata live.

5/28/19, 10:16 AM - Aaditya Pathak Barc: Both news channels although live does have other genres bundled in

5/28/19, 10:16 AM - Aaditya Pathak Barc: Kaustav Ray is the chairman and owner

5/28/19, 10:16 AM - Aaditya Pathak Barc: They also run Chirag computers

5/28/19, 10:18 AM - Aaditya Pathak Barc: Kaustav Ray Kolkata TV Chairman.vcf (file attached)

5/28/19, 10:24 AM - Aaditya Pathak Barc: Was going thru some news related to them, they had in the past been instructed by tdsat to pay a sum of lcr to anatrix corporation

5/28/19, 11:02 AM - PDG&@: Ok thanx

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# Chat With RRP Group

5/31/19, 9:45 AM - PDG@: <https://twitter.com/rahulkanwal/status/1133995561282166784?s=12>  
 5/31/19, 9:45 AM - PDG@: How barc communication is used  
 5/31/19, 11:13 AM - PDG@: aaditya - pls check with team on the old discussion of integrating barc data with techedge software for Discovery  
 5/31/19, 11:13 AM - PDG@: we cant give raw data  
 5/31/19, 11:14 AM - PDG@: was there any workaround?  
 5/31/19, 11:16 AM - Aaditya Pathak Barc: Have just mailed you Amita's response on the same to discovery. Incidentally we happened to have that mail go to them on not being able to serve raw data  
 5/31/19, 11:21 AM - PDG@: ok - i faintly remember some discussion with their singapore guys - pls try and check if we had any work around suggestions. Not something too important but is there a possibility?  
 5/31/19, 11:29 AM - Romil Ramgaria Barc: Aaditya. Manoj will have background to this  
 5/31/19, 11:36 AM - Aaditya Pathak Barc: Will figure out  
 5/31/19, 11:36 AM - Aaditya Pathak Barc: Thanks Romil will check with him  
 6/6/19, 9:48 AM - Rushabh Rajesh Mehta: Hello Sir...I hv reached Zee office...waiting on ground floor lobby  
 6/6/19, 9:48 AM - PDG@: It's at 1030 right?  
 6/6/19, 9:48 AM - Rushabh Rajesh Mehta: Yes Sir  
 6/6/19, 9:48 AM - PDG@: Ok  
 6/7/19, 5:35 PM - PDG@: <Media omitted>  
 6/7/19, 5:35 PM - PDG@: <Media omitted>  
 6/10/19, 3:54 PM - PDG@: pls give me 5 topline on Colors performance recently post IPL  
 6/10/19, 3:54 PM - PDG@: in next Half hour pls  
 6/10/19, 3:57 PM - Rushabh Rajesh Mehta: Ok Sir  
 6/10/19, 4:20 PM - Rushabh Rajesh Mehta: Sir...the Colors pointers you would prefer to have it on whata's app or email  
 6/10/19, 4:21 PM - PDG@: whatsapp  
 6/10/19, 4:21 PM - Rushabh Rajesh Mehta: Ok Sir  
 6/10/19, 4:44 PM - Rushabh Rajesh Mehta: COLORS TOPLINES

1. Colors continues to be Rank 3 operating around 130-140 rating points at HSM Urban 2+
2. In W22, it became Rank 2, with 156 rating points in HSM Urban 2+, on the back of Naagin-GF & Rising Star (Salman & Katrina special)
3. In W21, Colors increased by 7 rating points inspite of Election results on Thursday as it compensated at overall weekly level due to Naagin-semi finale on weekend & NPT programming change from Wed-Fri (fiction shows replaced with Khatra Khatra Khatra repeat)
4. Colors also saw a lower drop than most other channels as Star plus & Sony were withdrawn from landing pages on Thursday.
5. Roop (Mon-Fri 22:00) went off air in W21 & was replaced by 45 min episodes of Gathbandhan & Jhansi ki rani.  
Kavach Mahashivratri (Sat-Sun 20:00) replaced Naagin from W22 onwards.
6. Colors will also be launching Shrimad Bhagwad Mahapuram (Sun 11:00) & Bepanah Pyaar (Mon-Fri 22:00) from W23

समझ करीबीकी पंच-  
 [Signatures]

## Chat With RRP Group

6/10/19, 5:25 PM - Romil Ramgaria Barc: Week 23 the two launches have not done well - also they have started a serial in the afternoon with almost zero promotions - silsila season 2 which was for Voot

6/10/19, 5:26 PM - PDG&O: K

6/10/19, 5:43 PM - Romil Ramgaria Barc: Punit mishra called - on the star plus and zee difference. He was mentioning that both PT is almost equal but the gap is largely driven only by NPT - both weekend and weekday. And this kind of conversions normally they haven't seen

6/10/19, 5:43 PM - Romil Ramgaria Barc: Hence we need to revert back on this

6/10/19, 5:45 PM - Aaditya Pathak Barc: Will have a look

6/10/19, 5:46 PM - Rushabh Rajesh Mehta: Yes Sir...we met Zee TV team on Friday...and they raised the same concern...today Zee team has shared the data points on NPT to PT conversion

6/10/19, 5:47 PM - Romil Ramgaria Barc: Let's quickly check and revert back to them

6/10/19, 5:47 PM - Rushabh Rajesh Mehta: Ok

6/11/19, 10:15 AM - Romil Ramgaria Barc: Have we responded to Sumanto on star pkus?

6/11/19, 10:22 AM - Rushabh Rajesh Mehta: Sir...we are asking them for the meeting...we will present the deck instead of emailing them

6/11/19, 10:23 AM - Rushabh Rajesh Mehta: Awaiting a response on date and time

6/11/19, 10:25 AM - PDG&O: An acknowledgement mail should always go

6/11/19, 10:25 AM - Rushabh Rajesh Mehta: Ok Sir

6/11/19, 1:24 PM - PDG&O: Gayatri is trying to reach me

6/11/19, 1:24 PM - PDG&O: Any idea why

6/11/19, 1:25 PM - PDG&O: What's the status of doh agreement and payment

6/11/19, 1:30 PM - Aaditya Pathak Barc: Message from Star to Atreyee today

Hi GM can you please arrange someone for collect BARC OOH agreement

6/11/19, 1:30 PM - Aaditya Pathak Barc: Invoice has already been sent. Payment status - will need to get back

6/11/19, 1:31 PM - PDG&O: Ok

6/11/19, 1:31 PM - PDG&O: Any idea what is she calling for?

6/11/19, 1:32 PM - Aaditya Pathak Barc: Figuring that out. Pls allow some time

6/11/19, 2:29 PM - Aaditya Pathak Barc: They were trying to estimate Freedish .... they tried creating virtual channels in BMW of all the pay vs free channels to evaluate and got a 18mn number

6/11/19, 2:29 PM - Aaditya Pathak Barc: But he said Partho somewhere had quoted 30mn , so they wanted clarification

6/11/19, 2:30 PM - PDG&O: Will maintain that

6/11/19, 2:30 PM - PDG&O: Anyway to justify?

6/11/19, 2:30 PM - Aaditya Pathak Barc: Extracts sent by Atreyee - her conversation with Rahul on Gayatri trying to reach your to you

6/11/19, 2:31 PM - Aaditya Pathak Barc: We have a slide that we usually show

6/11/19, 2:31 PM - Aaditya Pathak Barc: Rushabh is sending you that right away

6/11/19, 2:31 PM - PDG&O: Ok

6/11/19, 2:31 PM - Aaditya Pathak Barc: It's a very concise representation of the free dish and other total scenario

6/11/19, 2:32 PM - PDG&O: Ok

6/11/19, 2:32 PM - PDG&O: Can be shared?

6/11/19, 2:37 PM - Aaditya Pathak Barc: I believe so as we have shared the deck post presenting to the biggies and in the filtered version also the said slide/info was sent

6/11/19, 2:37 PM - Aaditya Pathak Barc: Romil - pls advise

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## Chat With RRP Group

6/11/19, 2:39 PM - Romil Ramgaria Barc: we can share one slide on the reach and ATS drop

6/11/19, 2:39 PM - Romil Ramgaria Barc: i spoke to someone at star yesterday - the other team has the right calculation and it matches around our no by creating virtual groups

6/11/19, 2:44 PM - PDG&O: Which team

6/11/19, 5:00 PM - PDG&O: Pls mail pay free ppt to Gayatri

6/11/19, 5:01 PM - PDG&O: And call her and take her thru it

6/11/19, 5:01 PM - PDG&O: She is preparing a note for Sanjay to be sent tonite

6/11/19, 5:02 PM - Rushabh Rajesh Mehta: Ok

6/11/19, 5:02 PM - PDG&O: Same one we showed Sanjay

6/11/19, 5:03 PM - Rushabh Rajesh Mehta: Ok Sir

6/11/19, 5:12 PM - Rushabh Rajesh Mehta: <Media omitted>

6/11/19, 5:13 PM - Romil Ramgaria Barc: Ok

6/11/19, 5:13 PM - Romil Ramgaria Barc: If she asks this is for what period? What is our response

6/11/19, 5:13 PM - Rushabh Rajesh Mehta: Sir...it is pre NTO

6/11/19, 5:16 PM - Romil Ramgaria Barc: So what period?

6/11/19, 5:43 PM - PDG&O: Show pre NTO and now

6/11/19, 5:43 PM - PDG&O: Pay and FTA grps

6/11/19, 5:43 PM - PDG&O: Reach and ats

6/11/19, 5:52 PM - PDG&O: Pls call her

6/11/19, 5:52 PM - PDG&O: She is jumping&OY-S

6/11/19, 5:53 PM - Romil Ramgaria Barc: We will not share with her on email.

6/11/19, 5:53 PM - Romil Ramgaria Barc: We will walk her through the changes - not pre and post NTO

6/11/19, 5:53 PM - Romil Ramgaria Barc: But pre week 10 and post week 10

6/11/19, 5:53 PM - Romil Ramgaria Barc: Also about the reach and ATS trend

6/11/19, 5:54 PM - Romil Ramgaria Barc: Rushabh is calling her

6/11/19, 6:33 PM - Rushabh Rajesh Mehta: Sir...I just had a telephonic conversation with Gayatri and she roped in Rahul Patil and Shashwat (from Sanjay Gupta&O's team)

6/11/19, 6:35 PM - PDG&O: K

6/11/19, 6:35 PM - Rushabh Rajesh Mehta: Also @Romil sir...as we discussed I did mention that DD Freedish homes have declined by roughly abt 3 million (from 33 mn in Jan to abt 30 mn in May)

6/11/19, 6:37 PM - Rushabh Rajesh Mehta: To which they were asking where hv these 3 mn homes gone...hv they gone to pay or gone TV dark...I did mention that it will b difficult to ascertain this immediately...however since they were TV homes...probability of them going to pay would be higher but quantifying the exact number wud b difficult

6/11/19, 6:38 PM - Rushabh Rajesh Mehta: Then Gayatri asked whether pay homes hv remained stable or has declined and also she wants us to share month on month reach and ats of DD Freedish homes and pay homes

6/11/19, 6:39 PM - PDG&O: Can we show this thru data or just an estimate

6/11/19, 6:51 PM - PDG&O: Pls send Gayatri ooh results from last PKL

6/11/19, 6:51 PM - PDG&O: Also she wants a chat on premium

6/11/19, 6:52 PM - Rushabh Rajesh Mehta: Ok sir

6/11/19, 6:54 PM - Romil Ramgaria Barc: I don&O't think we should share this - beyond what we had shared with Sanjay Gupta

6/13/19, 11:59 AM - PDG&O: bepannah pyaar and kavach - what was the problem

6/13/19, 11:59 AM - PDG&O: can you guys mail and talk to Sapan quickly pls

6/13/19, 11:59 AM - PDG&O: and debrief me too

6/13/19, 12:03 PM - Rushabh Rajesh Mehta: Ok Sir

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## Chat With RRP Group

6/13/19, 12:55 PM - PDGÂ©: when are you guys meeting Sapan and Nina?  
 6/13/19, 12:56 PM - Rushabh Rajesh Mehta: Sir...tomorrow 4 pm  
 6/13/19, 12:57 PM - PDGÂ©: ok pls share with me the ppt  
 6/13/19, 12:57 PM - Rushabh Rajesh Mehta: Ok Sir  
 6/13/19, 12:57 PM - PDGÂ©: and debrief post meeting on the conversation  
 6/13/19, 1:04 PM - Rushabh Rajesh Mehta: Ok Sir  
 6/14/19, 7:21 PM - PDGÂ©: Apparently zee Akash payment has been done  
 6/14/19, 7:21 PM - PDGÂ©: Zee media also being processed  
 6/14/19, 7:21 PM - PDGÂ©: Romil pls check on wion request  
 6/14/19, 7:22 PM - Romil Ramgaria Barc: Akon has not yet changed content. It won't be changed in July  
 6/14/19, 7:22 PM - Romil Ramgaria Barc: Had written to Ashok also - he is aware  
 6/14/19, 7:22 PM - PDGÂ©: Pls speak to vivek khanna once  
 6/14/19, 7:23 PM - PDGÂ©: Preferably now  
 6/14/19, 7:23 PM - Romil Ramgaria Barc: Let me forward that Ashok's mail to Vivek first and then speak  
 6/14/19, 7:23 PM - PDGÂ©: Ok  
 6/14/19, 7:23 PM - PDGÂ©: But today pls  
 6/14/19, 7:27 PM - Romil Ramgaria Barc: Yes ok  
 6/20/19, 7:03 AM - Romil Ramgaria Barc: News 18 activated on Hathway today in goregaon east  
 6/20/19, 1:34 PM - PDGÂ©: Guys can you give me few pointers on why Colors is not doing well  
 6/20/19, 1:36 PM - PDGÂ©: What made Maharashtra ATS rise  
 6/20/19, 1:37 PM - PDGÂ©: Of zee  
 6/20/19, 1:38 PM - Aaditya Pathak Barc: Pointers shall reach you in sometime. Shall have them WhatsApp'd  
 6/20/19, 1:39 PM - PDGÂ©: Yes tx  
 6/20/19, 2:38 PM - Rushabh Rajesh Mehta: Colors Pointers

- In HSM U 2+ operating level of Colors for W18-21 avg was 134 rating points.
- It increased to 156 points in W22 due to Naagin 3-Finale & Rising Star (Salman & Katrina special)
- It has come back to previous levels after that: 140 points in W23 & 137 points in W24
- Ranking drop for Colors (#2 to #4) is due to growth in Sony SAB & Zee TV
- Zee TV: Operating level for W18-21 avg was 126 rating points. It increased to 135 points in W22 due to 2.0 movie & SaReGaMa Lil Champs (Salman & Katrina special). It remained stable in W23 at 134 points. In W24 it increased to 144 points due to SaReGaMa-Finale
- 6/20/19, 3:52 PM - Rushabh Rajesh Mehta: For Zee TV - Maharashtra Urban 2+

On a weekly basis the channel ATS has gone from Avg 49 mins to 52 mins. Zee tv has previously also reached to 52 mins. Week 24'19 growth is marginally led by weekday and majorly coming from weekend Prime time led by Saregamapa finale.

6/20/19, 6:56 PM - Romil Ramgaria Barc: <Media omitted>  
 6/21/19, 10:29 AM - PDGÂ©: Recent scheduling changes in Colors - we should have examples  
 6/21/19, 4:28 PM - PDGÂ©: dance deewane - sat and sun - what has been the numbers  
 6/21/19, 4:28 PM - PDGÂ©: which day had a cricket match?  
 6/21/19, 4:28 PM - Romil Ramgaria Barc: Sat episode rated 2.01  
 Slot viewership is up by 23%

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## Chat With RRP Group

Sunday episode has rated 1.67 (India Vs Pak match in competition)  
Slot viewership is up by 1%

Launch numbers of last year :

Sat - 2.79

Sun - 3.30

(during last year, Dance Deewane was launched with Naagin 3... So Naagin 3 was launched @2000 and Dance Deewane was launched @2100)

6/21/19, 4:28 PM - Romil Ramgaria Barc: Star Plus has also launched a new show on Monday @2100 Kaha Hum Kaha Tum which replaced Krishna Chali London has rated 1.66 TVR

Slot viewership is up by 25%

6/21/19, 4:28 PM - PDG@: does anyone in colors know these numbers?

6/21/19, 4:29 PM - PDG@: apparently manisha quoted 1.5 odd

6/21/19, 4:32 PM - Romil Ramgaria Barc: No

7/3/19, 11:08 AM - Rushabh Rajesh Mehta: Updates from Premium Panel meeting with Zee English business Head

They were pleased to know about premium panel mainly after badly impacted due to NTO impact...they seemed pleased with seeing HD and English showing an upward trend...they have a meeting lined up and wanted some more data points to which they will get back to us today...but overall had a positive response from them...I have now gone to Star for Meeting English cluster business head

7/3/19, 11:09 AM - PDG@: Oh

7/3/19, 11:09 AM - PDG@: Who Ruchir?

7/3/19, 11:13 AM - Rushabh Rajesh Mehta: Shaurya Mehta

7/3/19, 11:13 AM - Rushabh Rajesh Mehta: He heads English cluster

7/3/19, 11:13 AM - PDG@: Ok

7/3/19, 11:27 AM - Romil Ramgaria Barc: Had spoken to PM yesterday on this - will brief

7/3/19, 12:04 PM - Rushabh Rajesh Mehta: Ok Sir

7/3/19, 12:59 PM - Rushabh Rajesh Mehta: Updates from Premium Panel meeting with Star English Business head (Yamini Patodia)

Unlike Zee, Star business head showed some apprehension towards the Premium panel. They asked questions like....

Is the absolute number of viewers increasing for English or it continues to be very small...if it is small how do we sell to advertisers...to which we said that if we want to target really premium homes then they will be about 3% of the universe and that is what it shows in our universe estimation also...English is increasing as compared to Currency panel...she also asked if we are reaching agencies as well to make it more acceptable and was asking about the feedback from agencies...we said we are reaching out to all stakeholders...they were asking for viewership data for about 4 weeks...they will also share their requirement on email with further details

Maybe, it will also help if we drive PP through the Top...maybe, Gaurav or Gayatri. Going via the channel teams might cause hindrance

7/3/19, 1:27 PM - PDG@: Do we have an estimate of absolute numbers? This could be an ask

7/3/19, 1:32 PM - Rushabh Rajesh Mehta: Sir...she was referring to unique viewers (Coverage ~000) for niche channels...which we have

7/3/19, 1:32 PM - Rushabh Rajesh Mehta: Albeit at Household level

7/3/19, 1:33 PM - PDG@: Yes

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Chat With RRP Group

7/3/19, 1:34 PM - PDG&@: Pls compile all the concerns/questions together after you meet the Big four, times, bigger players  
7/3/19, 1:34 PM - Rushabh Rajesh Mehta: Sure Sir  
7/3/19, 1:34 PM - PDG&@: We need to address them  
7/3/19, 1:34 PM - Rushabh Rajesh Mehta: Ok  
7/3/19, 1:34 PM - PDG&@: Friday am meeting the team - maybe in that  
7/4/19, 3:01 PM - Rushabh Rajesh Mehta: Update from Premium Panel meeting with Dangal Business Head, Ms. Priyanka Datta

For PrimaVu we are reaching out to broadcasters outside the Top4... Dangal showed positive interest. After taking them thru the PrimaVU we also asked them if they are looking at premium audiences in particular. To that they only replied that they are curious to know. now that they are no.1 Hindi GEC channel, they also seem to be thinking big... and further mentioned they are watching this space eagerly...

we are trying to generate interest so that they subscribe to PrimaVU...fingers crossed &Y&Z

7/5/19, 1:18 PM - Rushabh Rajesh Mehta: Hello Sir...the PrimaVU meeting which is at 4 pm in our office...just wanted to check if I can attend it on call...bcuz at 3 pm we had fixed PrimaVU meeting with Sony Ent Business head, Mr. Danish Khan and also with Sony English team after that at Sony Office in Malad

7/5/19, 1:19 PM - PDG&@: Ok

7/5/19, 4:03 PM - PDG&@: guys - try and give me some screenshots/ infographics that i can send to say NP showing Sony channels doing well in GEC in PV

7/5/19, 4:03 PM - PDG&@: similarly whats doing well for Star, Zee, Times etc

7/5/19, 4:03 PM - PDG&@: want to send the CEOs and tease them

7/5/19, 4:03 PM - PDG&@: on whatsapp

7/5/19, 4:04 PM - PDG&@: pls check genrewise - i can send to many if required

7/5/19, 4:04 PM - PDG&@: we need to make this product successful

7/5/19, 4:04 PM - Rushabh Rajesh Mehta: Ok Sir

7/5/19, 5:09 PM - Rushabh Rajesh Mehta: Hello Sir...we had a very successful meeting with Danish Khan and his team on PrimaVU...he also spoke to NP Singh on this...we are trying to push for closing the deal since the research head (Amit Raisinghani) mentioned he wants to hav PrimaVU Data from next Thursday onwards...for this he suggested to meet Saurabh Yagnik right now...

7/5/19, 5:09 PM - Rushabh Rajesh Mehta: Will it be fine if I can go and meet him right now

7/5/19, 5:35 PM - PDG&@: Yes pls meet

7/5/19, 5:35 PM - Aaditya Pathak Barc: He is just entering to meet Saurabh

7/5/19, 6:36 PM - Rushabh Rajesh Mehta: Sir...we met Saurabh Yagnik...he asked us to meet him on Tuesday again ...he did say that they are interested in

PrimaVU but also said that for anything Barc shud reach out to him and not individual channel teams...somewhere I felt that he did not liked that Danish

Khan called him and told him that they want to subscribe to the product immediately from next week...so we will do another meeting with him on Tuesday

7/5/19, 6:40 PM - Romil Ramgaria Barc: Ha ha - good to have these conflicts - he is useless anyways

7/5/19, 6:51 PM - Rushabh Rajesh Mehta: Sir...also Bio Music deal closed with Viacom18 for 5 channels at 4 lacs each...we got email confirmation as well

7/5/19, 6:52 PM - Aaditya Pathak Barc: Yes well done Rushabh, to you and your team of Atreyee and Rucha for the same

7/5/19, 6:52 PM - Aaditya Pathak Barc: Now zee and others to follow. Keep it up

7/5/19, 6:53 PM - PDG&@: good stuff

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## Chat With RRP Group

7/5/19, 9:59 PM - Aaditya Pathak Barc: Thanks Partho and Romil for the leeway. Shall be exiting the work group during my medical leave as discussed.  
 7/5/19, 9:59 PM - Aaditya Pathak Barc left  
 7/6/19, 10:49 AM - Rushabh Rajesh Mehta: <Media omitted>  
 7/6/19, 10:49 AM - Rushabh Rajesh Mehta: <Media omitted>  
 7/6/19, 10:49 AM - Rushabh Rajesh Mehta: <Media omitted>  
 7/6/19, 10:52 AM - Rushabh Rajesh Mehta: Sir for Viacom18 screenshot...I hv purposely kept Star Sports 1 HD as the number 1 Channel to show that HD is represented in PrimaVU...bcz Sudhanshu was complaining abt HD representation in our panel during the quarterly meeting  
 7/6/19, 10:53 AM - PDG&: Ok  
 7/9/19, 7:23 PM - Rushabh Rajesh Mehta: Hello Sir...we met Times & Sony today on PrimaVU.

Update from Times PrimaVU meeting.

Vivek Shrivastav was travelling so he cudnt join...Puneet Sah and his research team attended...Times team appeared positive on PrimaVU and also asked abt the costing which we did mention to them. They will get back to us in couple of days.

7/9/19, 7:24 PM - Rushabh Rajesh Mehta: Update from Sony meeting on PrimaVU

We met Saurabh Yagnik on the follow up meeting from the meeting we did last week with Danish Khan SET head...wherein Danish had approved PrimaVU. The meeting with Saurabh lasted for over 1.5 hours wherein he was negative throughout...he was questioning that why are we confusing the market by creating it a separate offering and not integrating with the currency panel...he wanted us to share the PrimaVU universe by cities and by HD penetration, shud we share this data?

Saurabh Yagnik may try to stall it PrimaVU...therefore we are meeting individual channel teams to push for the closure.

Therefore we also met Ajay Bhalwankar (Sony Marathi) Business head and presented PrimaVU...the fact that Sony Marathi has higher coverage than Zee Marathi in PrimaVU made Ajay very happy...he also texted it to NP

7/9/19, 7:25 PM - Romil Ramgaria Barc: Sony Marathi has higher coverage? Is it? Looks odd

7/9/19, 7:25 PM - Rushabh Rajesh Mehta: \*Sony Marathi Coverage is higher than Zee Marathi in Mumbai in PrimaVU

7/9/19, 7:26 PM - Romil Ramgaria Barc: Hm ok

7/9/19, 7:26 PM - Rushabh Rajesh Mehta: Yes Sir

7/9/19, 7:26 PM - Rushabh Rajesh Mehta: Sony Marathi has Coverage of 34 while Zee Marathi has 29

7/9/19, 7:26 PM - Romil Ramgaria Barc: Hmm ok

7/9/19, 7:26 PM - Romil Ramgaria Barc: Saurabh has always been negative /

7/9/19, 7:27 PM - Romil Ramgaria Barc: We should push through channel teams only

7/9/19, 7:27 PM - Romil Ramgaria Barc: Rohit gupta also called me today - asking are we separately charging for this - I told him yes and the pricing

7/9/19, 7:27 PM - Rushabh Rajesh Mehta: Sir the coverage is higher but daily reach is lower for Sony Marathi as compared to Zee Marathi

7/9/19, 7:28 PM - Romil Ramgaria Barc: Hmm ok

7/9/19, 7:28 PM - Rushabh Rajesh Mehta: But coverage being higher was also a good talking point

7/9/19, 7:33 PM - PDG&: Whats the price

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## Chat With RRP Group

7/9/19, 7:33 PM - Romil Ramgaria Barc: 6% of subscription cost or 25L which ever is higher  
 7/12/19, 7:19 PM - Rushabh Rajesh Mehta: Updates from PrimaVU meeting today, with Riddhi Shah, head of sales for Colors and her team

They were happy to see Viacom18 channels doing well in niche and music genre. With Choti Sardarni doing better on PrimaVU than currency, they were happy and said finally Colors has got a good property  
 They did say that if advertisers start accepting only then PrimaVU will be of use and asked us about the response from advertisers to which we said that our teams are engaging with them and receiving positive feedback from the advertising world as well.

At the end they did mention about taking PrimaVU forward, to which we said that discussion with their commercial head (Amit Derasaria) has begun and requested them if they can push it further.

7/12/19, 7:20 PM - Rushabh Rajesh Mehta: On currency panel they questioned HD representation 2-3 times so we said that we hv requested IBF to share subscriber reports and further said that our panel did reflect all ground changes even when Colors had distribution advantage, to which they finally nodded in agreement.

7/15/19, 9:32 AM - PDGÂ©: Gaurav banerjee trying to call

7/15/19, 9:32 AM - PDGÂ©: Any idea why

7/15/19, 9:45 AM - Rushabh Rajesh Mehta: Sir, maybe on PrimaVU or Sony Sab performance, Star Plus doesn't seem to be having any major issue as such

7/15/19, 9:45 AM - PDGÂ©: Ok

7/15/19, 9:49 AM - PDGÂ©: He wanted to understand why we are still giving urban rural and when will we stop it

7/15/19, 9:50 AM - PDGÂ©: Told him no plans now

7/15/19, 9:50 AM - PDGÂ©: Since news guys are against it

7/15/19, 9:59 AM - Rushabh Rajesh Mehta: Oh ok Sir

7/15/19, 11:07 AM - Romil Ramgaria Barc: <Media omitted>

7/15/19, 11:08 AM - Rushabh Rajesh Mehta: Ok Sir

7/15/19, 1:58 PM - PDGÂ©: Are we reaching out to agencies on PV Romil?

7/15/19, 1:59 PM - PDGÂ©: Today Rathi from starcom called wanting to know

7/15/19, 1:59 PM - PDGÂ©: Pointed her to dinesh

7/15/19, 1:59 PM - PDGÂ©: But are we proactively reaching out?

7/15/19, 2:00 PM - Rushabh Rajesh Mehta: <Media omitted>

7/15/19, 2:47 PM - Romil Ramgaria Barc: Yes we are. Already had long sessions with IPG Madison Group m - also reaching to others

7/15/19, 2:47 PM - PDGÂ©: Ok

7/15/19, 2:47 PM - Romil Ramgaria Barc: Send to rohit

7/15/19, 2:57 PM - Rushabh Rajesh Mehta: Sir...hv come to Star for PrimaVU meeting...will it be fine if I share it in about next couple of hours

7/15/19, 3:01 PM - Romil Ramgaria Barc: Ok

7/15/19, 5:12 PM - Rushabh Rajesh Mehta: Updates from PrimaVU meeting with Yaminie Patodia, Business Head English Cluster and Rahul Patil (Gayatri Yadav's Team)

They were happy to see Star Movies HD as the no.1 channel. On EEC, they appeared fine in spite of Star World not featuring in top 5 of the genre. They acknowledged that Star World is not doing well off late. They expressed concern with household ATS not improving for English Movies as compared to Currency panel.

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## Chat With RRP Group

They were asking whether the agencies and advertisers were showing any interest. Also asked how will PrimaVU become a trading currency. To which we responded that it's been only about couple of weeks and both agencies and advertisers are showing keen interest in PrimaVU.

They will write back to us asking for some data (Cume Reach, ATS) across all genres. After looking at the 4 weeks trend, they will again call for a meeting and then take a call on PrimaVU subscription

7/16/19, 5:40 PM - Rushabh Rajesh Mehta: Updates from PrimaVU meeting with Colors - Arnab Das and team

They were appreciative of the PrimaVU offering but were concerned with Colors not appearing in the top 5 Hindi GEC list.

They wud want to have access to PrimaVU asap. So we requested Arnab to put in a word in order to speed up our ongoing discussion with commercial team.

We also met Amit Derasaria from Commercial team separately. He wanted to negotiate on the pricing to which we said PrimaVU offering is similar to currency panel and hence we would not be able to do any alterations in the PrimaVU subscription fees.

@Romil sir - Amit mentioned since he was part of your team, he wud want to try negotiating it with you once before he gives a go ahead ðŸˆ, to which we said he is free to reach out to you but it is unlikely that pricing wud change. At the same time, he also requested us to share the documents for completing the paperwork on PrimaVU.

We also showed PrimaVU to Deepak Rajdhyaaksha, Business head of Colors Marathi and his team. They were also happy to see Colors Marathi almost being neck-to-neck with Zee Marathi on PrimaVU

Keeping fingers crossed for closing the deal with Viacom18ðŸˆ

7/16/19, 7:00 PM - Romil Ramgaria Barc: ðŸˆ

7/16/19, 7:00 PM - Romil Ramgaria Barc: We need to convert Zee and star and sony also ASAP

7/16/19, 7:28 PM - Rushabh Rajesh Mehta: Sure Sir

7/18/19, 12:23 PM - PDGÃ©: Colors ratings - any topline reasons?

7/18/19, 12:25 PM - Rushabh Rajesh Mehta: Sir...will share on what's app in sometime, m out for meetings, have asked the team to share the findings asap

7/18/19, 12:25 PM - PDGÃ©: Ok

7/18/19, 12:34 PM - Rushabh Rajesh Mehta: - Colors is at 5th position in HSM, HSM Urban, HSM Urban Pay in Wk28

- Channel is stable at 129 rating points in HSM Urban

- Weekend gained by 2.3 points as last week had dropped due to Ind-Eng match last Sunday

- Weekday dropped by 2.6 points from NPT airings of Khatra & on Wednesday due to Ind-NZ semis

7/18/19, 12:34 PM - PDGÃ©: K

7/18/19, 12:40 PM - Rushabh Rajesh Mehta: Further on weekdays

- Weekday PT is up by 1 point mainly from Choti Sardarni

- Weekday NPT dropped by 4 points: 2.3 points from airings of Khatra Khatra Khatra & balance 1.7 points from other shows

7/18/19, 5:37 PM - Rushabh Rajesh Mehta: Sir, we just got the confirmation from Sony on email that they would be subscribing to PrimaVU, we will now be starting with the paperwork

7/18/19, 5:38 PM - Romil Ramgaria Barc: Ok. I think v18 has also confirmed na?

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## Chat With RRP Group

7/18/19, 5:38 PM - Romil Ramgaria Barc: Zee and star to go  
 7/18/19, 5:38 PM - Rushabh Rajesh Mehta: Yes Sir...for Viacom18 we started with the paperwork  
 7/18/19, 6:38 PM - PDG&O: Good going  
 7/19/19, 1:10 PM - Rushabh Rajesh Mehta: Updates from PrimaVU meeting with Devika Prabhu, business head of Disney Kids and her team

They liked the PrimaVU offering. They were pleased to see Disney kids doing well and were pleasantly surprised with Disney International HD becoming rank 3 in English Entertainment genre.

We are pitching Disney separately from Star since the entities are separate for this financial year and trying to close PrimaVU deal with them

7/19/19, 2:03 PM - Romil Ramgaria Barc: Ok

7/22/19, 9:22 PM - Rushabh Rajesh Mehta: Hello Sir, Sony had confirmed on email last week that they wud subscribe to PrimaVU. Today I met Commercial Head Mr. Raaj Gupta, so that we can expedite the paperwork process.

Even after 1.5 hours of detailed conversation, he remained adamant asking for some form of bargain either as discount on PrimaVu or some freebies with respect to any other product, for him to sign on the dotted line.

As he is the Commercial Head, he might delay the process, which is already a closed deal in a way.

So was thinking if I can offer him a combo deal of PrimaVU + Bio Music at price point of 6% of BMW subscription for PrimaVU (abt Rs.1.65 crores) and additional Rs.10 lacs for 6 music channels for Bio Music. Earlier for Bio Music we had quoted Rs.20 lacs for 6 channels (but finally they didn't go forward).

This combo deal might help us get a sale for both the products...Requesting for your opinion on this.

7/22/19, 10:00 PM - Romil Ramgaria Barc: Yes ok

7/22/19, 10:06 PM - Rushabh Rajesh Mehta: Ok Sir

7/29/19, 4:43 PM - Rushabh Rajesh Mehta:

<https://bestmediainfo.com/2019/07/marico-s-former-cmo-anuradha-aggarwal-joins-star-india/>

7/29/19, 4:45 PM - Rushabh Rajesh Mehta: Sir, now that Anuradha Aggarwal has joined, will try to meet her. Yamini Patodia (English cluster business head) was delaying PrimaVU for many days now

7/29/19, 4:51 PM - Romil Ramgaria Barc: Hmm ok

7/29/19, 4:52 PM - PDG&O: What position?

7/29/19, 4:55 PM - Rushabh Rajesh Mehta: Sir, the article states that Anuradha will be heading English and Kids, so both Yamini Patodia (English head) and Devika Prabhu (Kids head) will be reporting to Anuradha...will get back to you with her exact designation

7/29/19, 4:56 PM - PDG&O: Get her desig from star

7/29/19, 4:57 PM - Rushabh Rajesh Mehta: Yes Sir

7/29/19, 5:05 PM - Rushabh Rajesh Mehta: Sir...she has joined as EVP - Infotainment, English and Kids Channels

7/29/19, 5:05 PM - PDG&O: Ok

8/5/19, 11:21 AM - Rushabh Rajesh Mehta: Hello Sir, this is about Landing page meeting, wherein we had to check whether watermark feed of Star Plus was placed on landing page.

I got the update that Star Plus watermarked feed was placed on landing page in the past and the same continues now as well, where Star Plus is on landing page.

8/5/19, 11:23 AM - PDG&O: ok

8/5/19, 11:34 AM - Rushabh Rajesh Mehta: Hello Sir, we are trying to reach out to Zee English cluster team on PrimaVU. However, just FYI, we are told that

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Chat With RRP Group

budget is a constraint for Zee and accordingly, Punit Mishra will reach out to either of you to take the PrimaVU discussion forward.

8/5/19, 11:35 AM - PDG@: ok

8/6/19, 3:03 PM - Rushabh Rajesh Mehta: ET:Dish TV, Airtel Digital TV merger expected by month end <http://www.ecoti.in/OtldqZ>

Sent from Economic Times Mobile App. (Download Now):

<http://ecoti.in/etapps>

8/7/19, 3:04 PM - PDG@: <Media omitted>

8/7/19, 3:04 PM - PDG@: Fastway landing change star plus from News 18 India Punjab, haryana, himachal

8/8/19, 1:16 PM - PDG@: Rushabh - any quick take on Luv Kush? Nina called - apparently big anxiety at seniormost levels

8/8/19, 1:16 PM - PDG@: How has it done

8/8/19, 1:21 PM - Romil Ramgaria Barc: It has done well

8/8/19, 1:21 PM - Romil Ramgaria Barc: Hello Romil Sir,

Colors has launched a new show \*Ram Siya Ke Luv Kush\* on W32-Monday @2030

TVR for the launch episode is \*1.74\*

& slot is up by 47% wrt P4W Avg

This show has replaced Kesari Nandan @2030

8/8/19, 1:28 PM - Rushabh Rajesh Mehta: Sir, the show might improve in coming days because on Monday news broke out about revocation of article 370 at 11 am and also Rajya Sabha voting happened in the evening, so post 8 pm all news channels were covering about government winning in Rajya Sabha

8/8/19, 1:39 PM - PDG@: Do we have sat sun Tuesday data?

8/8/19, 1:39 PM - PDG@: Pls check what numbers

8/8/19, 1:39 PM - Rushabh Rajesh Mehta: Ok Sir

8/8/19, 1:41 PM - Romil Ramgaria Barc: It launched on Monday only

8/8/19, 1:41 PM - PDG@: Oh ok

8/8/19, 1:41 PM - PDG@: Right

8/8/19, 1:41 PM - PDG@: Check Tuesday pls

8/8/19, 1:42 PM - Rushabh Rajesh Mehta: Yes Sir

8/8/19, 1:55 PM - Rushabh Rajesh Mehta: Sir on Tuesday, Luv Kush has got 1.55 tvr, growth of 36% as compared to Prv 4 week avg, and it was aired for 30 minutes (8:30 to 9). While on Monday it was aired for 1 hour

8/8/19, 1:55 PM - Rushabh Rajesh Mehta: \*1.57 tvr

8/8/19, 2:00 PM - PDG@: Romil - good? or average

8/8/19, 2:00 PM - PDG@: Rushabh - whats highest across in that slot presently?

8/8/19, 2:10 PM - Romil Ramgaria Barc: changed the subject from "RRPA" to "RRP"

8/8/19, 2:10 PM - Rushabh Rajesh Mehta: Sir, this is a Taarak Mehta slot which operates around 2.6 tvr,

8/8/19, 2:10 PM - Romil Ramgaria Barc: For them it will be good

8/8/19, 2:11 PM - Rushabh Rajesh Mehta: Next is Zee with Raabta around 2 tvr.

8/8/19, 2:11 PM - Rushabh Rajesh Mehta: Right sir...also for Colors this slot was not doing well with Udaan going off air sometime back

8/8/19, 2:13 PM - Rushabh Rajesh Mehta: Kulfi Kumar on Star Plus is operating around 1.6 tvr in this slot. So Luv Kush broadly appearing in the same zone for now

8/8/19, 2:13 PM - Rushabh Rajesh Mehta: Also Sir, Colors has landing page across Hathway, so there would be some advantage bcoz of landing as well

8/8/19, 2:58 PM - PDG@: Ok

8/13/19, 4:06 PM - Rushabh Rajesh Mehta: Hello Sir, today met Anuradha Agarwal - Cluster Head of English, Kids & Infotainment clusters and Yaminie Patodia - Head of English Business on PrimaVU.

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## Chat With RRP Group

We had requested Derrick to attend today's meeting, in order to address their Universe size concern.

Anuradha is not convinced with the Universe size. She feels the size is too small to benefit any stakeholder. She said she will also spk to Advertiser fraternity about their interest in PrimaVU. She remarked that the universe BARC is quoting is similar to Netflix user base right now and said why will advertisers be interested in targeting such a small universe and that too at Household level.

She said that instead of subscribing PrimaVU TV as a "currency", they will prefer to use it for qualitative research, to conduct questionnaires and know their choices. More than TV behaviour she is interested in knowing Digital behaviour (which we could pitch with our TV+Digital product).

8/21/19, 1:16 PM - Romil Ramgaria Barc: KBC launch episode numbers (numbers in bracket are for 15+)

launch episode TVR on Monday - 2.32 (2.45)

Year 2018 - 2.30 (2.45)

Year 2017 - 2.22 (2.37)

8/21/19, 1:24 PM - Rushabh Rajesh Mehta: Sir, this appears to be a good launch na for KBC post NTO implementation

8/21/19, 1:24 PM - Romil Ramgaria Barc: Yes absolutely

8/21/19, 2:48 PM - Rushabh Rajesh Mehta: Sir, Superstar Singer was launched on Sony at 2.75 at HSM Urban 15+, while KBC launch is at 2.45 at 15+. Both are after NTO, so Sony might be expecting more from KBC

8/21/19, 2:49 PM - PDG@: any other launches this week?

8/21/19, 2:49 PM - PDG@: how is Luv Kush doing?

8/21/19, 2:50 PM - PDG@: star plus and colors landing any benefit?

8/21/19, 2:53 PM - Rushabh Rajesh Mehta: Sir, Luv Kush is doing around 1.3 to 1.4 at HSM Urban 2+. It has declined as compared to last week. Mainly bcoz they had 2 ad breaks in this week whereas they had one break in last week

8/21/19, 2:54 PM - Rushabh Rajesh Mehta: Star Plus launched Sanjivani at 7:30 pm slot, the launch episode was at 1.8 and other weekdays it delivered about 1.2

8/21/19, 2:55 PM - Rushabh Rajesh Mehta: Also in week 33, there was Independence Day and Raksha Bandhan on Thursday, therefore GEC generally declined while movies went up. The same trend continued this year as well

8/21/19, 2:56 PM - PDG@: k

8/21/19, 2:58 PM - Rushabh Rajesh Mehta: Also we are expecting queries this week from Colors and Zee. Both the channels have fallen by 15 Rat% this week. Whereas Star Plus is up by 3 points, Sab is up by 1 point and Sony is stable

8/21/19, 2:59 PM - Rushabh Rajesh Mehta: We will send the broadcasters deck on Thursday at 11 am with answers and try to avoid the queries if possible

8/21/19, 3:00 PM - PDG@: Forward me too

8/21/19, 3:00 PM - Rushabh Rajesh Mehta: Ok Sir

8/22/19, 2:32 PM - PDG@: <Media omitted>

8/22/19, 2:32 PM - PDG@: Siti cable Networks - RB has taken Promotion (Barker) From today but Landing page remains Times Now..

8/22/19, 2:32 PM - PDG@: Isn't this double Landing?

8/22/19, 2:32 PM - PDG@: Who will get ratings

8/22/19, 2:37 PM - Romil Ramgaria Barc: My sense is Both will get since the channel no is the EPG channel no and hence would be watermarked. But let us double check. One more change 8Y-3

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8/22/19, 2:37 PM - PDG@: yes

8/22/19, 2:38 PM - PDG@: depending on how many seconds republic is stuck there

8/22/19, 2:38 PM - PDG@: hence this becomes more than a minute of landing maybe

8/22/19, 2:39 PM - Romil Ramgaria Barc: Yes / also let's check if it's stuck on Bharat and then stuck on times?

8/22/19, 2:39 PM - PDG@: Deal is done for all india but UP and MP has been implemented... so rest will be done by Saturday night

8/22/19, 3:19 PM - Rushabh Rajesh Mehta: Cable Operators continue with the innovation while regulator and judiciary adds to the confusion 8Y-8

8/22/19, 3:20 PM - PDG@: what would be the reasons for colors drop??

8/22/19, 3:30 PM - Rushabh Rajesh Mehta: Sir, Colors dropped 15 points out of which 3 points drop on weekend led by movie Romeo Akbar Walter. Weekdays declined by 12 points of which NPT has 4 points drop led by Khatra Khatra Khatra.

Weekdays PT down by 8 points, of which around 4 is from Thursday (Independence Day & Raksha Bandhan). Out of remaining 4 points drop, 1 point decline from 7 pm slot where original Khatra airings replaced by Bahu Begam repeat... 1 point drop from Luv Kush. 8 pm slot declined by 0.6 point bcoz last week Monday they had breakless Choti Sardarni & Shakti

8/22/19, 3:32 PM - PDG@: So independence bday and raksha bandhan people moved to movies? Or just didn't watch

8/22/19, 3:34 PM - PDG@: Also khatra khatra viewers went where

8/22/19, 3:35 PM - Rushabh Rajesh Mehta: Sir, historically we hv seen that in Independence Day, GECs decline mainly by reach and during Raksha Bandhan decline is mainly led by ATS. This year since both were on same day, the decline is led by both reach and ATS

8/22/19, 3:36 PM - PDG@: Also for other GECs?

8/22/19, 3:37 PM - Rushabh Rajesh Mehta: Also movies saw an increase on Thursday with premiere of Kesari and movies like URI was aired

8/22/19, 3:38 PM - PDG@: Khatra khatra?

8/22/19, 3:40 PM - Rushabh Rajesh Mehta: 7 pay geos down by 24% on Thursday, Star Plus down by 25%, Colors by 29%, Zee TV by 27%, Sony by 20%, Sab by 9%, Star Bharat by 36%, &TV by 23%. Sab also increased last year during Raksha Bandhan

8/22/19, 3:41 PM - Rushabh Rajesh Mehta: Sir, shall get back to you, since Khatra is aired in NPT all throughout

8/22/19, 3:42 PM - PDG@: ok

8/22/19, 3:44 PM - PDG@: pls meet Nina in a day or two and take her thru

8/22/19, 3:44 PM - PDG@: she is under tremendous pressure

8/22/19, 3:44 PM - Rushabh Rajesh Mehta: Ok Sir

8/22/19, 3:47 PM - Rushabh Rajesh Mehta: <Media omitted>

8/30/19, 11:12 AM - Rushabh Rajesh Mehta: Hello Sir, broadcasters currently uplink 2 separate feeds for each channel, 1 of SD and other of HD. However, Jio has asked Viacom18 and Network18 channels to uplink a third feed for each of their channels specifically for Jio Gigafiber which will go to Hathway, Den and GTPL subscribers opting for Gigafiber service. Picture clarity of SD version of this feed will be very similar to HD feed provided to other operators. The trials have begun and Jio will reach out to other broadcasters later. Will keep you posted on further developments in this regard.

8/30/19, 11:32 AM - PDG@: Just check if it will be watermarked

8/30/19, 11:33 AM - Rushabh Rajesh Mehta: Ok Sir

8/30/19, 11:33 AM - Romil Ramgaria Barc: Also why the third feed?

8/30/19, 11:41 AM - Rushabh Rajesh Mehta: Sir, this feed will be watermark feed. Also this third feed will become main feed and the transition is going on. This

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same feed will then be given to other operators as well. However, the clarity on Gigafiber will be better.

8/30/19, 11:42 AM - Rushabh Rajesh Mehta: I also asked them to inform us if there is any changes because of that from viewership measurement standpoint

8/30/19, 11:45 AM - PDG&: So is it that the compression is different?

8/30/19, 11:45 AM - PDG&: What's different in this feed

8/30/19, 11:47 AM - Rushabh Rajesh Mehta: Sir, I hv asked for this information, will get back to you on this

8/30/19, 12:44 PM - Romil Ramgaria Barc: Checked. This is not uplink. They will be giving separate feed via Fibre to jio - it will be watermarked - to endure better clarity and no transmission loss

8/30/19, 12:56 PM - Rushabh Rajesh Mehta: Oh ok Sir, possibly the research guys were confused and therefore when I asked if there wud be a requirement of a separate watermark, they were not aware

9/6/19, 11:51 AM - Rushabh Rajesh Mehta: <Media omitted>

9/6/19, 11:51 AM - Rushabh Rajesh Mehta: Hello Sir, Colors will be airing 2 original episodes of Choti Sardarni on coming Monday at 6:30 pm and 7:30 pm (itâ€™s original slot) and at 7.00pm they are launching a new show Vidya. The same strategy Star Plus adopted by airing 2 original episodes of Kasauti while launching Sanjeevani

9/6/19, 11:53 AM - Romil Ramgaria Barc: Copy paste - they have lost new thinking

9/6/19, 11:54 AM - Rushabh Rajesh Mehta: Right sir, if it doesnâ€™t work for them, they will tell us again that whatever Star does, they benefit while whatever Colors do, they lose

9/6/19, 11:56 AM - PDG&: ðŸˆˆ

9/9/19, 4:46 PM - Rushabh Rajesh Mehta: Hello Sir, for Mastiii and Maiboli, the decline is purely led by distribution. The channels were switched off across operators led to decline, while only Hathway and Den has got them back, others still continue. We hv all the answers, shall share the slides in sometime for your perusal.

9/9/19, 5:03 PM - PDG&: Oo

9/9/19, 5:03 PM - PDG&: Ok

9/20/19, 12:20 PM - PDG&: Hi Partho...

M surprised 3 weeks gone...no reach impact registered for Hathway n den....pls tell ur people to look into...

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9/20/19, 12:21 PM - PDG&: Markand

9/20/19, 12:28 PM - Romil Ramgaria Barc: Will look into it

9/20/19, 1:11 PM - Rushabh Rajesh Mehta: Ok sir

9/20/19, 2:33 PM - Romil Ramgaria Barc: <Media omitted>

9/20/19, 2:34 PM - Romil Ramgaria Barc: Canâ€™t send this to him. However

Hathway and den has shown an improvement but drop in all others. May be you can verbally tell him

9/20/19, 2:34 PM - PDG&: Ok

9/20/19, 2:35 PM - PDG&: Have They changed position in others?

9/20/19, 2:35 PM - PDG&: What could be the reason

9/20/19, 4:25 PM - Romil Ramgaria Barc: Siticable major drop is from WB - there has been a LCN displacement on W34

Channel not available in GTPL, Indigital, NXT, Fastway, Radiant( Rajasthan) Sr Digital (MP)

9/20/19, 4:29 PM - PDG&: not available??

9/20/19, 4:34 PM - PDG&: i have spoken to him

9/20/19, 4:34 PM - PDG&: Rushabh - meet Manav once and show him - dont give him

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# Chat With RRP Group

9/20/19, 5:36 PM - Rushabh Rajesh Mehta: Ok Sir. Will meet them and show  
9/23/19, 2:55 PM - Rushabh Rajesh Mehta: Hello Sir, we met CEO of Mastiii, Mr. Manav Danda & Mr. Kailash Adhikari today.  
We showed them that reach in Hathway and Den has increased manifold. However, they were claiming that how come in Pay platform the reach has not increased at all in HSM in spite of increasing distribution. Also for competition channels, the pay reach has remained stable, so they were saying that between Hathway and Den, Mastiii hv added abt 12 million subs, in spite of that the reach has not increased. They will revert with their detailed findings today.  
9/23/19, 2:55 PM - PDG&: Ok  
9/23/19, 2:55 PM - Romil Ramgaria Barc: But didn't we share in all other platforms it has fallen because of their placement or availability issue?  
9/23/19, 3:09 PM - Rushabh Rajesh Mehta: Sir, we did share that. But they were saying that all issues happened before wk 27 when we released pay viewership separately. The Siticable Bengal issue was from before. So how come there is no reach increase after adding 12 million subs  
9/27/19, 10:17 AM - Rushabh Rajesh Mehta: <Media omitted>  
9/27/19, 10:18 AM - Rushabh Rajesh Mehta: Hope this will create pressure on others especially Star &S  
9/27/19, 10:20 AM - Rushabh Rajesh Mehta: Also published in ET today  
9/27/19, 10:27 AM - Rushabh Rajesh Mehta: <Media omitted>  
9/27/19, 10:31 AM - PDG&: Yes heard  
10/3/19, 10:18 AM - Rushabh Rajesh Mehta: <Media omitted>  
10/3/19, 10:18 AM - Rushabh Rajesh Mehta: Today's ad in ET  
10/3/19, 10:18 AM - Rushabh Rajesh Mehta: Also we are getting calls from Star abt PrimaVU, hopefully today's ad will create more pressure &S  
10/3/19, 10:19 AM - Romil Ramgaria Barc: &S  
10/3/19, 10:34 AM - PDG&: &S  
10/10/19, 12:02 PM - Rushabh Rajesh Mehta: Hello Sir, about the Leap email from Turner. I had informally spoken to Ajay Damani (research head) about the concerns he raised in the email. He mentioned that Turner management had pressurised him to write this email. In fact, after he wrote the email, Siddharth Jain scolded him that why he wrote in such a soft language. In exact words, Siddharth said that since BARC is only asking us for the feedback, then we shud use the email as a hammer to hit out at BARC, since it is bcoz of BARC that Niche genre has got impacted.  
10/10/19, 12:03 PM - Rushabh Rajesh Mehta: I wanted to update you on this, bcoz this is the another angle wherein broadcasters seem to be misusing the Leap initiative  
10/10/19, 12:05 PM - Romil Ramgaria Barc: &S  
10/10/19, 12:50 PM - PDG&: &S  
10/11/19, 10:18 PM - PDG&: Star launches festive offer by reducing a-la-carte price of 16 channels <https://www.televisionpost.com/star-launches-festive-offer-by-reducing-a-la-carte-price-of-16-channels/>  
10/11/19, 10:18 PM - PDG&: ZEEL cuts a-la-carte price of six GECs to Rs 12 as part of festive offer <https://www.televisionpost.com/zeel-cuts-a-la-carte-price-of-six-gecs-to-rs-12-as-part-of-festive-offer/>  
10/11/19, 10:24 PM - Rushabh Rajesh Mehta: Hahaha...broadcasters hv undercut the bouquet prices so much that they are possibly only showing TRAI that festive offers are roped out by broadcasters as NTO envisaged &S  
10/11/19, 10:28 PM - PDG&: See if needs to be included in colors ppt  
10/11/19, 10:29 PM - Rushabh Rajesh Mehta: Ok Sir  
10/13/19, 10:46 AM - PDG&: What are we presenting to Punit Mishra

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## Chat With RRP Group

10/13/19, 1:17 PM - Rushabh Rajesh Mehta: Hello Sir, apologies for delay in replying, for tomorrow's meeting with Punit Mishra. I was not aware about the meeting and only got to know from meeting invite. I spoke to Romil now and understood about the agenda. The discussion is going to be on LEAP and Venkat has prepared 5 slides on it. I will be taking the slides from Venkat

10/13/19, 1:22 PM - Romil Ramgaria Barc: Venkat is also attending the meeting

10/13/19, 1:27 PM - PDG&: Ok

10/13/19, 3:26 PM - Rushabh Rajesh Mehta: <Media omitted>

10/13/19, 3:27 PM - Romil Ramgaria Barc: Yes to this audience it's ok

10/13/19, 3:27 PM - Rushabh Rajesh Mehta: Ok Sir

10/16/19, 7:56 PM - PDG&: Did we see the revised colors ppt?

10/16/19, 7:57 PM - PDG&: Manisha is coming

10/16/19, 7:57 PM - PDG&: Apparently all geared to criticize us

10/16/19, 8:29 PM - Rushabh Rajesh Mehta: Yes Sir, have just forwarded the ppt

10/16/19, 9:31 PM - Rushabh Rajesh Mehta: Sir, their issues are the regular ones where Colors have not performed well in almost a year now. Based on my conversations, it appears that SV is taking it badly on a comment which is floating around that Colors have been declining since Raj Nayak left

10/16/19, 9:34 PM - PDG&: Yes possibly

10/16/19, 9:35 PM - PDG&: Pls check my mail reply

10/16/19, 9:36 PM - Rushabh Rajesh Mehta: Sir, I just replied...

on operator level package comparison slide, we will talk through about local marketing especially about GTPL for Gujarat and Fastway for Punjab, where Star Plus has an advantage on account of landing. We shall say that local level marketing like Banner ads on EPG of GTPL and Fastway might help

10/16/19, 9:36 PM - PDG&: Ok

10/17/19, 7:35 PM - Rushabh Rajesh Mehta: ZEEL Q2 profit rises 7% YoY to Rs 413 crore, misses estimates on one-time loss  
<https://economictimes.indiatimes.com/markets/stocks/earnings/zeel-q2-profit-up-7-yoy-at-rs-413-crore-misses-estimates-on-one-time-loss/articleshow/71633659.cms>

10/17/19, 7:35 PM - Rushabh Rajesh Mehta: Zeel's revenue from advertisement revenue in Q2 increased only by 1.16%

10/17/19, 7:36 PM - Rushabh Rajesh Mehta: Subscription up by 19%

10/17/19, 7:37 PM - Romil Ramgaria Barc: But write off ICD is really bad! Also it is against the street estimate

10/17/19, 7:38 PM - Rushabh Rajesh Mehta: Yes Sir

10/17/19, 7:42 PM - Romil Ramgaria Barc: Cash flow has not been ratified by auditor

10/17/19, 7:42 PM - Romil Ramgaria Barc: Apparently big discussion in board meeting today

10/17/19, 7:42 PM - Romil Ramgaria Barc: Zee

Interesting note to account

Cash flow approved by board, but not subjected to review by auditor

10/17/19, 7:42 PM - Romil Ramgaria Barc: <Media omitted>

10/17/19, 8:39 PM - PDG&: 8Y, 8Y,

10/19/19, 12:15 PM - Rushabh Rajesh Mehta: @Romil sir, Gaurav Banerjee will be writing an email to you about Star Plus decline in recent weeks. Wanted to keep you posted beforehand. The query will be on below lines -

We have a few queries regarding Star Plus's performance from Wk 35 till the current week (203 GRPs & 165 GRPs) (MF15+ABC, HSM Urban)

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## Chat With RRP Group

There has been a 3 Mn decline in channel reach (70 Mn to 67 Mn) led by Delhi and Mumbai. There has been no change in distribution; so we are unsure about the reason for this decline. Impact of competition (if any) should have resulted in a decline in engagement and not reach

Decline in wk 40 (Navratri) & We would like to understand the reason for the highest decline for SP as compared to other channels

This year SP showed a decline from 189 (wk 39) Å 174 GRPs (wk 40) Å 165 GRPs (wk 41). The decline has continued for 2 weeks; while, other channels have not shown this level of decline across the 2 weeks

Even in 2018 (removing the impact of Dance+ launch week), Star Plus would have been 196 GRPs (from 202 GRPs) which was only a 3% drop as compared to the 8% this time. 2017 also saw a fall of 6% (from 181 to 171) which is lower than this year's fall

This decline does not match the Tata Sky trend:

Wk 41 showed a 4X fall as compared to SP (SP: 148 Å 143 GRPs, Sony: 180 Å 160 GRPs)

However on BARC, Sony remained consistent (195 GRPs Å 194 GRPs) while Star Plus fell from 174 Å 165 GRPs.

10/19/19, 12:19 PM - Romil Ramgaria Barc: Hmm ok

10/19/19, 12:19 PM - Romil Ramgaria Barc: Please send this pre hand to sumeet and Suma

10/19/19, 12:19 PM - Romil Ramgaria Barc: And let's prepare answer

10/19/19, 12:19 PM - Rushabh Rajesh Mehta: Ok Sir

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